Saturday Review
APRIL 14, 1962 / 25¢

Property of
AMBASSADOR COLLEGE LIBRARY
Big Sandy, Texas

FREEDOM OF THE AIR: MYTH OR REALITY?

By John Tebbel

THE CRISIS BEHIND THE TRANSPORTATION MERGERS

By Edward T. Chase

A TOURIST IN CHIANG'S CHINA

By Horace Sutton

SR's TENTH ANNUAL ADVERTISING AWARDS

Articles by Reynolds Girdler, Theodore S. Repplier, Elmo Roper, and Lawrence Valenstein

PRODUCED 2005 BY UNZ.ORG
ELECTRONIC REPRODUCTION PROHIBITED

Why Zenith handcrafted quality gives you TV's most dependable performance

TV's finest construction. Ask your dealer or serviceman what makes Zenith so good! He'll tell you about Zenith's famous Handcrafted Chassis, with no printed circuits—no production shortcuts! It *costs* more to build TV this way—but it *means* more dependable performance, fewer service headaches!

TV's sharpest picture. You get a sharper, purer picture—even in far-out fringe areas—thanks to Zenith's advanced Gold Video Guard Tuner. And because every one of the 104 contact points in this Tuner is filled with 16-carat gold, your picture *stays* sharper and purer for the lifetime of the set!

TV's most advanced tuning. Now you never need get up to tune TV again! For Zenith's exclusive new Transistorized Space Command® is the world's most fully automatic remote control. With this tiny hand-held unit—you can turn picture and sound completely on or off, switch channels, adjust volume, even turn the sound off while the picture stays on—all without moving from your easy chair!

TV's greatest value. For these reasons and many more—a Zenith is your soundest, wisest TV investment. The reasons all add up to Quality! That's why you can be sure when you buy a Zenith—that the quality goes in before the name goes on!

Pictured here, Model J3375H, The Piedmont, Zenith Transistorized Space Command® Remote Control TV. In Italian Provincial Cabinet with genuine Cherry Fruitwood veneers and select hardwood solids. $575*. Zenith Handcrafted Quality TV starts as low as $149.95*.

No wonder more people choose Zenith than any other TV!

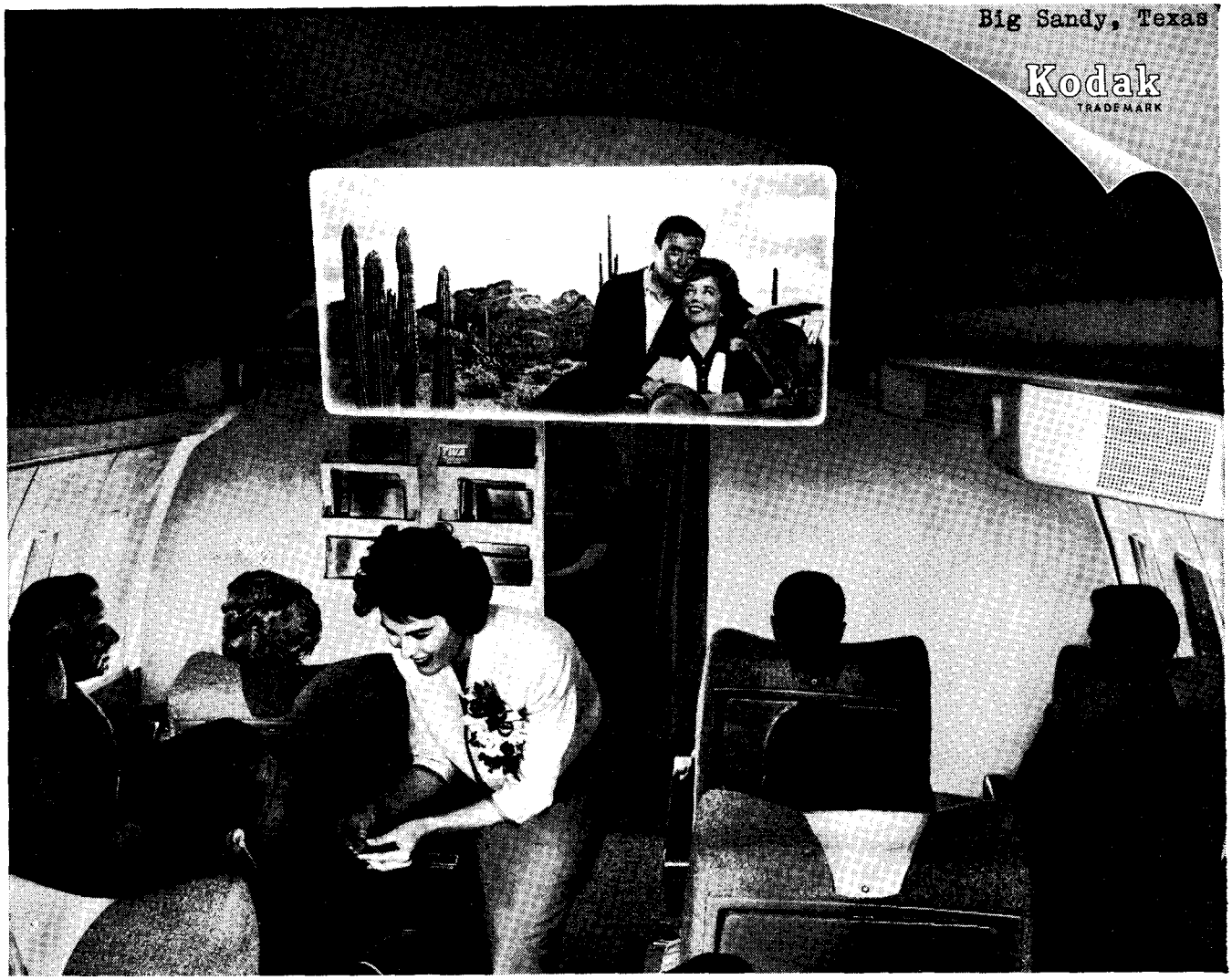
ZENITH RADIO CORPORATION, CHICAGO 39, ILLINOIS. IN CANADA: ZENITH RADIO CORPORATION OF CANADA, LTD., TORONTO, ONTARIO. The Royalty of television, stereophonic high fidelity instruments, phonographs, radios and hearing aids. 43 years of leadership in radionics exclusively.

**Manufacturer's suggested retail price. Slightly higher in various Western and Southern areas. Prices and specifications subject to change without notice.*

ZENITH® *The quality goes in before the name goes on*

PRODUCED 2005 BY UNZ.ORG
ELECTRONIC REPRODUCTION PROHIBITED

Property of
AMBASSADOR COLLEGE LIBRARY
Big Sandy, Texas



Inflight Motion Pictures, Inc. needed...a reliable 16mm projector for TWA, that would run without any operator at all

They got it, using Kodak Pageant 16mm projector components.

The projector had to be so automatic and so completely reliable that, with the flick of a switch in a TWA SuperJet plane cockpit, the show would start, run uninterrupted for as long as 2½ hours, and then stop.

You can imagine how utterly dependable that projector has to be.

TWA SuperJets have them, showing first-run movies in flight.

Using Kodak Pageant 16mm projector components, Inflight Motion Pictures, Inc., worked with Reevesound Company, Inc., to design this motion-picture system. Except for the "on-off" switch in the plane's cockpit, the equipment is hidden in the plane's ceiling.

The Kodak Pageant components used in this system are the same as those being used reliably in educational and business audio-visual training and sales programs everywhere. The reason is simple: *Kodak Pageant projectors work dependably whenever and wherever you want them to, with neither embarrassment to the operator nor distraction to his audience.*

If you need that kind of movie projector, ask your Kodak A-V dealer to demonstrate the new Kodak Pageant 16mm sound projector, AV-126-TR, shown on the left. Or write for specification Bulletin V3-65.

KODAK PAGEANT Projector 〉 **EASTMAN KODAK COMPANY,** Dept. 8-V, Rochester 4, N. Y.

PRODUCED 2005 BY UNZ.ORG
ELECTRONIC REPRODUCTION PROHIBITED

When you choose beef (boeuf en brochette)

And she craves fish (sole Juliette)

One wine will make a great duet

NECTAROSE

the wine that goes with everything . . . the leading Vin Rosé — imported from France.

BROWNE-VINTNERS COMPANY, INC., NEW YORK, N. Y.

Saturday Review

APRIL 14, 1962

SR/IDEAS

19 The Crisis Behind the Transportation Mergers, by Edward T. Chase

22 The 1962 *SR*-Anisfield-Wolf Awards: The South's Other War, by James F. Fixx

26 Security, Freedom, and Foreign Policy: An Editorial

SR/COMMUNICATIONS

56 Freedom of the Air: Myth or Reality? by John Tebbel

58 *SR*'s Tenth Annual Advertising Awards

SR/DEPARTMENTS

8 Phoenix Nest, by Martin Levin

10 Offhand, by Niccolo Tucci

12 Trade Winds, by John G. Fuller

14 Manner of Speaking, by John Ciardi

27 Letters to the Editor

28 Broadway Postscript, by Henry Hewes

29 Music to My Ears, by Irving Kolodin

30 Mid-Month Recordings

37 *SR* Goes to the Movies, by Hollis Alpert

39 Booked for Travel, by Horace Sutton

47 Literary I.Q.

51 Literary Crypt

86 Kingsley Double-Crostic No. 1463

SR/BOOKS

24 Literary Horizons: Granville Hicks reviews "Reinhart in Love," by Thomas Berger

25 India's China Policy, by P. C. Chakravarti

47 The New World 1939-1946, by Richard G. Hewlett and Oscar E. Anderson, Jr.

48 Nuclear Weapons and the Conflict of Conscience, edited by John C. Bennett

49 One Flew Over the Cuckoo's Nest, by Ken Kesey; The Butterfly, by Michael Rumaker; The Jumping Off Place, by Garet Rogers

50 The Phoenix Hour, by Sarah Kilpatrick

51 The Bamboo Dancers, by N. V. M. Gonzalez

52 Assays, by Kenneth Rexroth

52 England, Half English, by Colin MacInnes

The SATURDAY REVIEW published weekly by Saturday Review, Inc., 25 W. 45th Street, New York 36, N. Y. Chairman of the Board, J. R. Cominsky; President, Norman Cousins; Vice President and Treasurer, Nathan Cohn; Vice President and Secretary, W. D. Patterson; Advertising Director, Robert A. Burghardt; Circulation Director, Ray Goodman; Circulation Consultant, Bert Garmise; Assistant to the Publisher, Marion Urmy. Subscription $7 a year. Member Audit Bureau of Circulations. Vol. XLV, No. 15 April 14, 1962. Second-Class postage paid at New York, New York, and at additional mailing offices. Indexed in the "Reader's Guide to Periodical Literature" © 1962 by Saturday Review, Inc. All rights reserved under Berne and Pan-American Copyright Convention. Reproduction in whole or in part of any article without permission is prohibited. Printed in the United States of America. Unsolicited manuscripts cannot be returned unless accompanied by a properly addressed envelope bearing sufficient postage.

Hiroyo

■ Hiroyo Tanaka felt very honored when she was chosen to be one of the hostesses to accompany the Crown Prince and his party on a tour of Southeast Asia and India. But Hiroyo modestly believes any other JAL hostess could have served her prince as perfectly. Every Japanese girl is born and trained to consider personal service important and rewarding. As you'll discover to your delight when you fly the DC-8 Jet Couriers of Japan Air Lines to the Orient amid the calm beauty of Japan at almost the speed of sound.

JAL

JAPAN AIR LINES

See your travel agent for jet reservations from San Francisco or Los Angeles, via Hawaii, to Japan and the Orient

PRODUCED 2005 BY UNZ.ORG
ELECTRONIC REPRODUCTION PROHIBITED

For people who read as they please...

An invitation to **pool your purchasing power** with others who take their reading as seriously as you do

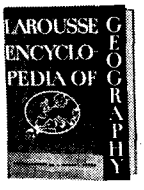
ANY 3 FOR $3.95

with a trial membership in the

HUDSON BOOK CLUB

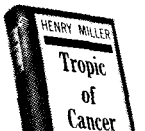
SAVE AS MUCH AS $31.05 WITH THIS INTRODUCTORY OFFER. To demonstrate that good taste need not be expensive. The distinguished volumes listed here sell for as much as $17.50. Most are Hudson Book Club "exclusives"—you would pay full price anywhere else. As you see, this is no ordinary offer. But this is no ordinary book club.

Established for readers who know what they want without reference to the bestseller list, the Hudson Book Club saves you an average of one-half on books you would ordinarily buy anyway—by means of low Members' Prices and free Bonus Books. You receive a free Bonus Book of your choice with every four selections of alternates you accept. You take no risk. Mail coupon today while offer lasts.



LAROUSSE ENCYCLOPEDIA OF GEOGRAPHY (Europe). A mammoth encyclopedia devoted in its entirety to the 32 countries of Europe (except U.S.S.R.). With 676 masterpieces of modern mapmaking and geographic photography. **List Price $17.50**

AFRICAN GENESIS. The Animal Origins and Nature of Man. By Robert Ardrey. "Could become the cause célèbre of the season."—*N. Y. Herald Tribune.* **List Price $6.95**



TROPIC OF CANCER. By Henry Miller. The complete text with an Introduction by *Karl Shapiro.* "One of the most significant contributions to the literature of our time." —*Sir Herbert Read.* **List Price $7.50**

DUAL SELECTION—COUNTS AS ONE

FIRMAMENT OF TIME. By Loren Eiseley, author of *The Immense Journey.* How modern science has changed man's view of himself and his world.

THE LIBERAL HOUR. John Kenneth Galbraith, the author of *The Affluent Society* explodes still more of the myths that blind America to today's realities.

Combined List Price $7.00

THE LIFE AND WORK OF SIGMUND FREUD. By Ernest Jones. One-volume edition of a modern classic, "the definitive life of Freud and one of the great biographies of our time."—*The Atlantic.* Ed. and abridged by Lionel Trilling & Steven Marcus. **List Price $7.50**

THE ROTHSCHILDS. By Frederic Morton. A brilliant study of the almost legendary banking dynasty whose family history is part of the *secret* history of the past 150 years. Illus. with family portraits and photographs. **List Price $5.95**

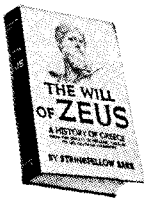
THEY STUDIED MAN. By Abram Kardiner and Edward Preble. The great thinkers, from Darwin and Freud to Benedict and Malinowski, who shaped our view of modern man. **List Price $5.00**

FOUR THOUSAND YEARS AGO. By Geoffrey Bibbey. Life in the millennium which saw the birth of Abraham, the building of Stonehenge, the glory of Egypt, the sack of Troy, and the fall of Knossos. Illus. **List Price $6.95**

THE CONTEMPORARY ENGLISH NOVEL. By Frederick R. Karl. A study of Snow, Durrell, Greene, Waugh, Orwell, Cary, Beckett and others. **List Price $4.95**

A READER'S GUIDE TO DYLAN THOMAS. By William York Tindall. One of the most brilliant modern poets, explained in a poem-by-poem analysis. **List Price $4.95**

THE EROTIC IN LITERATURE. By David Loth. "Actually adds a new important dimension to the whole question." —*Morris L. Ernst.* **List Price $5.95**



THE WILL OF ZEUS. By Stringfellow Barr. A history of Greece that is also a consummate literary achievement. Written with power, grandeur, beauty, and magnificent scholarship. Illus. **List Price $10.00**

THE IMAGE. By Daniel J. Boorstin. A fascinating often shocking study of how we have hypnotized ourselves with an image of American life that has no basis in reality. **List Price $5.00**

THE TREASURES OF TIME. Ed. by Leo Deuel. Great discoveries of Near Eastern archaeology in the words of the great archaeologists themselves — from Belzoni and Carter to Schliemann, Evans, and Ventris. Illustrated. **List Price $6.00**

NO MONEY NEED BE SENT NOW*
But if you enclose $3.95 with this coupon you get an even bigger bargain — three selections of your choice PLUS A FREE copy of TOULOUSE-LAUTREC by Henri Perruchot, the definitive biography illustrated with rare photographs of Lautrec, his models, friends and family (list price $6.00). Our way of thanking you for making our bookkeeping easier.

HUDSON BOOK CLUB
131 Varick Street, New York 13, N. Y.

You may enroll me as a trial member of the Hudson Book Club and send me these THREE selections for only $3.95.

1_____

2_____

3_____

☐ Please bill me at $3.95 plus shipping charge.

☐ I enclose $3.95. Club will pay shipping and you will include my free copy of Toulouse-Lautrec.

Forthcoming selections and alternates will be described to me in a Monthly Advance Bulletin and I may decline any book simply by returning the printed form always provided. I agree to buy as few as four additional selections (or alternates) at the reduced Members' Price during the next twelve months: and I may resign at any time thereafter. I will receive a free BONUS BOOK for every four I accept after this introductory offer.

NAME_____

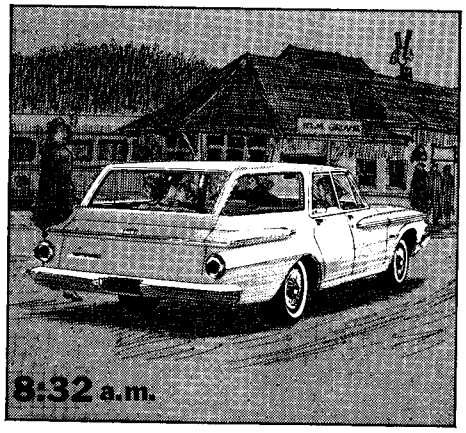
ADDRESS_____

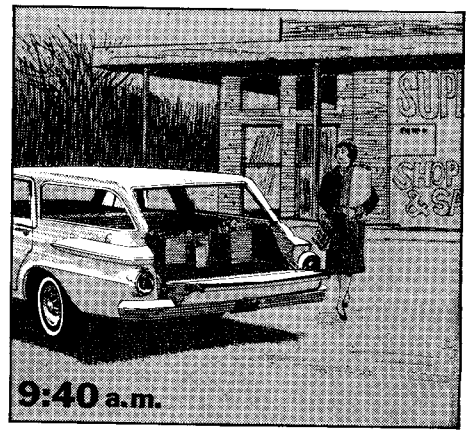
CITY_____ ZONE____ STATE_____

GUARANTEE: If you are not completely satisfied with this 3-for-$3.95 Special Offer, you may return the selections within 7 days and your membership will be cancelled. MS-823

PRODUCED 2005 BY UNZ.ORG
ELECTRONIC REPRODUCTION PROHIBITED

If your wife does a lot of driving,





If you think your wife is interested only in the color and finish of the upholstery, or how well the rear-view mirror works when she wants to put on her lipstick, she's already laughing at you as she reads this over your shoulder.

Why don't both of you read on and see why the 1962 cars from Chrysler Corporation make so much sense for both sexes.

Wait till you see how they park

For 1962, Chrysler Corporation has re-engineered its cars so that a 98-lb. woman can park them in close quarters without the usual fret and fuss.

The secret is what our engineers call fat-free performance. Virtually every pound of these cars is *live weight*. There's less weight on the front wheels and less resistance to turns. This, plus a shorter turning radius, gives you a lot more turn for a lot less effort.

Chrysler Corporation's full-time power steering (often referred to as the best in the business) is one option you'll both like. In addition, Plymouth and Dodge have a new low-friction steering gear as standard equipment that gives you the easiest turn you can get this side of power steering.

You know who's boss when you're driving them

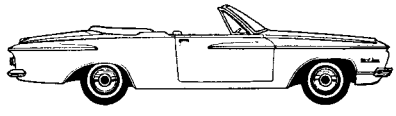
These new cars respond with a sure-footed "snap" that makes 'em a joy to drive, especially in traffic.

Acceleration is up as much as 10%, and that makes quite a difference when you're pulling away from a stop sign or trying to pass a slow truck on a busy street.

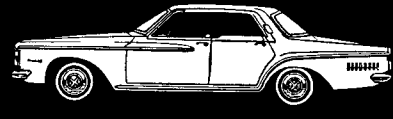
And the surprising thing is that while acceleration is up, gas consumption is down. Gas mileage is improved as much as 7%. The reason, again, is live weight. No excess tonnage for the engines to lug around, and no power waste.

Practical things that appeal to women

Your wife really will like the upholstery, but not just because it's handsome. The fabrics are unusually easy to care for and remarkably tough. There's an extra overlap at the seams, and a woman will tell you that this is a good way of preserving



PLYMOUTH — "Greatest Plymouth ever built," and the '62 Plymouth owners agree. You get a lot more action on a lot less gas. 2- and 4-door sedans, 2- and 4-door hardtops, convertibles, wagons, bucket seats.



DODGE DART — Now sized in the middle of the big and little, Dart gives you Dodge dependability with a new dash of daring. 2- and 4-door sedans, 2- and 4-door hardtops, convertibles, wagons, bucket seats.

PLYMOUTH ■ VALIANT
SIMCA CARS ■ MISSILE DIVISION

PRODUCED 2005 BY UNZ.ORG
ELECTRONIC REPRODUCTION PROHIBITED

you ought to read this ad

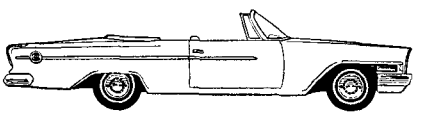
the shape and fit without the seams coming apart.

We think she'll also like the automatic transmission with the pushbuttons at the *left* of the wheel—away from the children's reach.

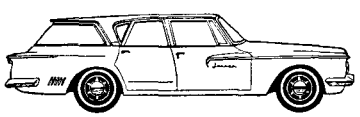
And of course she'll like the snug, quiet ride. Fewer squeaks and rattles. The reason is Unibody Construction—body and frame welded together into one solid unit.

And now it's time to visit your Chrysler, Dodge or Plymouth dealer and *look* at the cars. Both of you.

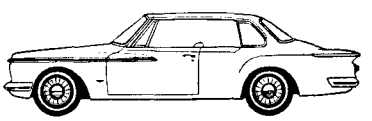
IMPERIAL—This is the most luxurious car we make, and no one in the country makes one plushier. The hand-finished leathers and broadcloths are expensive and they look it. It is America's most carefully built car. 2- and 4-dr. hardtops, convertible.



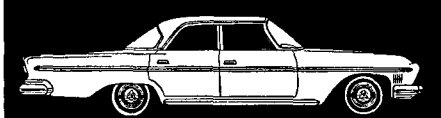
CHRYSLER—This is the big car that first made Chrysler engineering famous. This year, the Chrysler 300 (above) is available in a new series priced just above the Newport. 4-door sedans, 2- and 4-door hardtops, convertibles, wagons, bucket seats.



LANCER—A lively compact that can cruise at turnpike speeds, but uses gas sparingly, as a compact should. Exclusive Torsion-Aire Ride irons out the bumps. 2- and 4-door sedans, 2-door hardtop, wagons, bucket seats.



VALIANT—This is the compact that won a styling award from the Society of Illustrators. Nobody beats Valiant for looks, or value. 2- and 4-door sedans, 2-door hardtop, wagons, bucket seats.



DODGE CUSTOM 880—Custom-made for the big car man. Its long wheelbase and perfectly balanced suspension give you a remarkably smooth ride. 4-door sedan, 2- and 4-door hardtops, convertible, wagons.

Chrysler Corporation

Where engineering puts something extra into every car

DODGE ■ DART ■ LANCER ■ CHRYSLER ■ IMPERIAL ■ DODGE TRUCKS

SPACE DIVISION ■ MOPAR ■ AIRTEMP ■ CYCLEWELD ■ MARINE AND INDUSTRIAL ENGINES ■

PRODUCED 2005 BY UNZ.ORG
ELECTRONIC REPRODUCTION PROHIBITED

Edited by Martin Levin

FOR ANTHEA, THAT SHE MAY NEVER BREAK DOWN

In brief, shapeliness and smoothness of the flesh are desirable because they are signs of biological efficiency.
—David Angus, New York Times Book Review.

My love is like Mies van der Rohe's
"Machine for living"; she,
Divested of her underclothes,
Suggests efficiency.

Her supple shoulders call to mind
A set of bevelled gears;
Her lower jaw has been aligned
To hinge beneath her ears.

Her spine, so frictionless, at points
Is technical perfection;
Her knees, sweet ball-and-socket joints,
Allow for sudden flexion.

Her fingertips evoke, for me,
A digital computer;
And all in all, she couldn't be
A millimeter cuter.
—John Updike.

• • •

TELEPHONING IN DELHI

ONE of our favorite indoor sports during our stay in India last year was telephoning. Telephones in Delhi are not automatons—they have personality, initiative, and for all I know the right of referendum and recall. They would sometimes ring when no one was at the other end of the line. So it was only fair and natural that sometimes they would not ring when you were at one end of a line trying to get them to do so.

The adventure begins when you pick up the phone. Someone with whom you are not even distantly connected (except telephonically) may be talking on the line. You may hear only one end of the conversation or both. The only thing you can do is hang up and try again.

If you are lucky, you will get the dial tone, though this is not certain. If you get it and dial, the tone stops, but nothing else happens. You dial again, and again. Suddenly you are in the midst of another conversation.

"Is this 54314?" you ask.

They don't speak English. In any case they don't appreciate the interruption. You hang up and try again. Busy signal. But after a while you learn that a busy signal does not necessarily mean anything. Perhaps the telephone system has learned a trick from the government clerks who hold elaborately casual and lengthy conversations behind the counter when you come to do business. It is not busy, but resting.

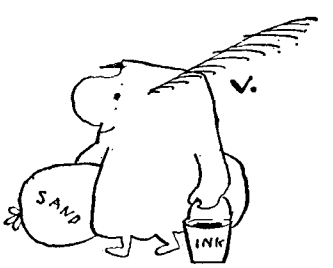
So you dial again immediately. The telephone rings. The person who answers speaks English, but you can't understand what he says. There is a general impression that the telephone is at best an implausible instrument, not to be counted upon to carry the human voice along its fragile wires. So the best procedure is to talk fast, repeat several times, and hang up before the machine can strike back. A conversation therefore goes like this:

"Hello, is this 54314?"
"Who is calling, please?"
"Bradford Smith."
"Who, please?"
"Smith. Mr. *Smith.*" Long silence.
"Your name please?"
"Smith. S-m-i-t-h."
"Who are you wishing to speak to, please?"
"Mr. Malik."
"Who is calling him, please?"
"Jones." Silence.
"Mr. Malik is out of station, please." Click. Dial tone returns.

If you are lucky enough to get somewhat further, however, you find that the supposition of not being able to understand infects you, too. And pretty soon you have two people throwing signals at each other, talking louder and louder and not listening, as if neither could hear the other at all.

Here is a verbatim transcript of one such conversation, incoming call.

"Hello, this is Marion Smith."



"24818?"
"Yes, this is 24818."
"What number?"
"24818."
"Mr. Smith is there?"
"Yes, just a minute please; I'll call him."

I stepped to the phone. "Hello?"
"Mr. Smith is there?"
"Yes, speaking."
"When he will come back?"
"This is Mr. Smith."
"He is not there now?"
"Yes, I am Smith."
"All right then, I call back later, thank you." Click. Dial tone.

I conclude that the telephone does not speak English. Or that I don't. In this world of illusion, who can tell?
—Bradford Smith.

• • •

THOUGHT AFTER DRIVING FOR FIVE HOURS ON A LOS ANGELES FREEWAY

I think that I shall never see
A tree.
—Lilyn E. Carlton.

• • •

THE THREE RUSSIAN Rs

FATHER was a revolutionary. He was barely sixteen when he left his parents' home and went into backwoods Russia to free its people from bondage and educate its masses.

Educating the Russian people was not an easy job. I suspect that it was easier to free them than to educate them. Of the three Russian Rs—ritin', readin', and revolution—the last named was the most comprehensible to the much-suffering Russians.

The movement to educate the Russian peasantry was called "Going to the People." Several generations of dedicated Russian men and women "went to the people." My father's generation was the last to do it—then came the Revolution.

Most of the educators of the Russian people were very brave and also very young. They went from village to village and taught a reluctant peasantry all they knew. It wasn't much but they always remained undaunted. Under the tutelage of those young idealists some Russian peasants joined the ranks of the literate with a knowledge of grammar up to verbs inclusive or adverbs exclusive. Some even went as far as punctuation, although it was never established whether a knowledge of punctuation was really essential to the education of the Russian peasant.

At sixteen Father knew all of the Russian grammar including punctua-

PRODUCED 2005 BY UNZ.ORG
ELECTRONIC REPRODUCTION PROHIBITED

TRY THE PAUL MASSON GAMBIT

[The Second National Paul Masson Chess-Problem Tournament]

Set up the chessboard as usual, ask a good friend to join you, serve brandy and you have a sound opening to countless hours of enjoyment. Especially if the brandy is Paul Masson's De Luxe, a most versatile liquor that can be sipped straight, mixed with water or soda or embellished to become almost anything from a toddy to a stinger*. ♔ The king-sized (king's size: 4½ inches) chess set pictured above is yours if you can beat our expert**; the problem was worked out for us by George Koltanowski, Author and Blindfold Chess Champion. White to play and mate in two moves.

Dear Paul Masson Chess Expert, Dept. S, Saratoga, California:

*1 ☐ Please send me your free booklet with brandy recipes.

**2 ☐ Here is my solution for Mr. Koltanowski _____. I shall be delighted to receive *his* and his booklet: "51 Shortcuts to Victory" even if I'm wrong. I'll be even more delighted if my answer is among the first correct 10 checked after May 1, 1962 and I win either this king-sized set or one of your nine regulation championship sets.

NAME_____ ADDRESS_____ CITY_____ STATE_____

PAUL MASSON VINEYARDS SARATOGA, CALIFORNIA 84 PROOF

PRODUCED 2005 BY UNZ.ORG
ELECTRONIC REPRODUCTION PROHIBITED

tion, adverbs, and proverbs—proverbs, as it is well known, constituting an integral part of the Russian syntax.

Father opened his educational classes in a remote village in a remote part of Russia. He taught his pupils reading and writing and, for the third R, lectured them on historical materialism and Marxist dialectics. He also, I understand, threw in gratis a few lectures on Charles Darwin and his "Origin of Species."

The powers that be eyed suspiciously the efforts of brash youngsters to educate the moujiks. They rightly suspected that as soon as the poor dears learned how to read they would begin to read subversive literature, and as soon as they learned how to write they would begin to compose it. I don't know how far the peasants progressed in grammar and dialectics before Father was compelled to leave the village.

He gave up teaching to become a carpenter. That was under the influence of Leo Tolstoy, a great admirer of manual labor. Tolstoy was known to do some carpentry and shoemaking in his spare time when not writing "War and Peace" and "Anna Karenina." Many of Father's contemporaries strove to emulate the toilers; to have calloused hands was considered the height of accomplishment. It was also one of the facets of the Going to the People Movement. Thousands upon thousands of Russian youths became bad carpenters or cobblers. Father became a bad carpenter.

He joined a group (called in Russian "Artel") of young men who organized a carpentry shop in the city of Poltava where the famous battle between the armies of Peter the Great and Charles of Sweden was fought. But that was not the reason why the group had selected it. The city was the home of Vladimir Korolenko, who wrote so much in defense of everything good and in condemnation of everything bad that he became known as the Conscience of Russia. Although not a Tolstoyan (Mr. Korolenko was carnivorous), he was much admired by the great man.

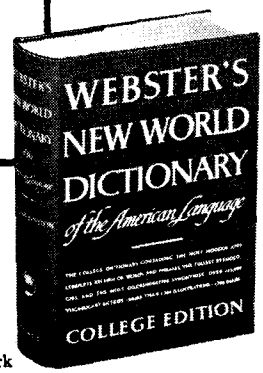
Father and his fellow carpenters were building with their calloused hands a brave new world until one tragic day when the group's treasurer, in a most untolstoyan and unkorolenkoan manner, absconded with all its money.

It happened five years before I was born, and I inherited from Father a great respect for Tolstoy and a profound dislike for treasurers.

—M. K. Argus.

We can't afford to be slapdash; always consult a modern dictionary with accepted usage

A modern dictionary is more than just an old work updated. *Every entry* should be freshly and clearly defined for the age in which we live. Accepted usage should be indicated. Not all dictionaries meet this test. For a modern dictionary at its finest ask to see



The newest, biggest desk dictionary, approved at leading universities, is

WEBSTER'S NEW WORLD DICTIONARY, College Edition

From $5.75, at better book, department, and stationery stores

THE WORLD PUBLISHING COMPANY • Cleveland and New York

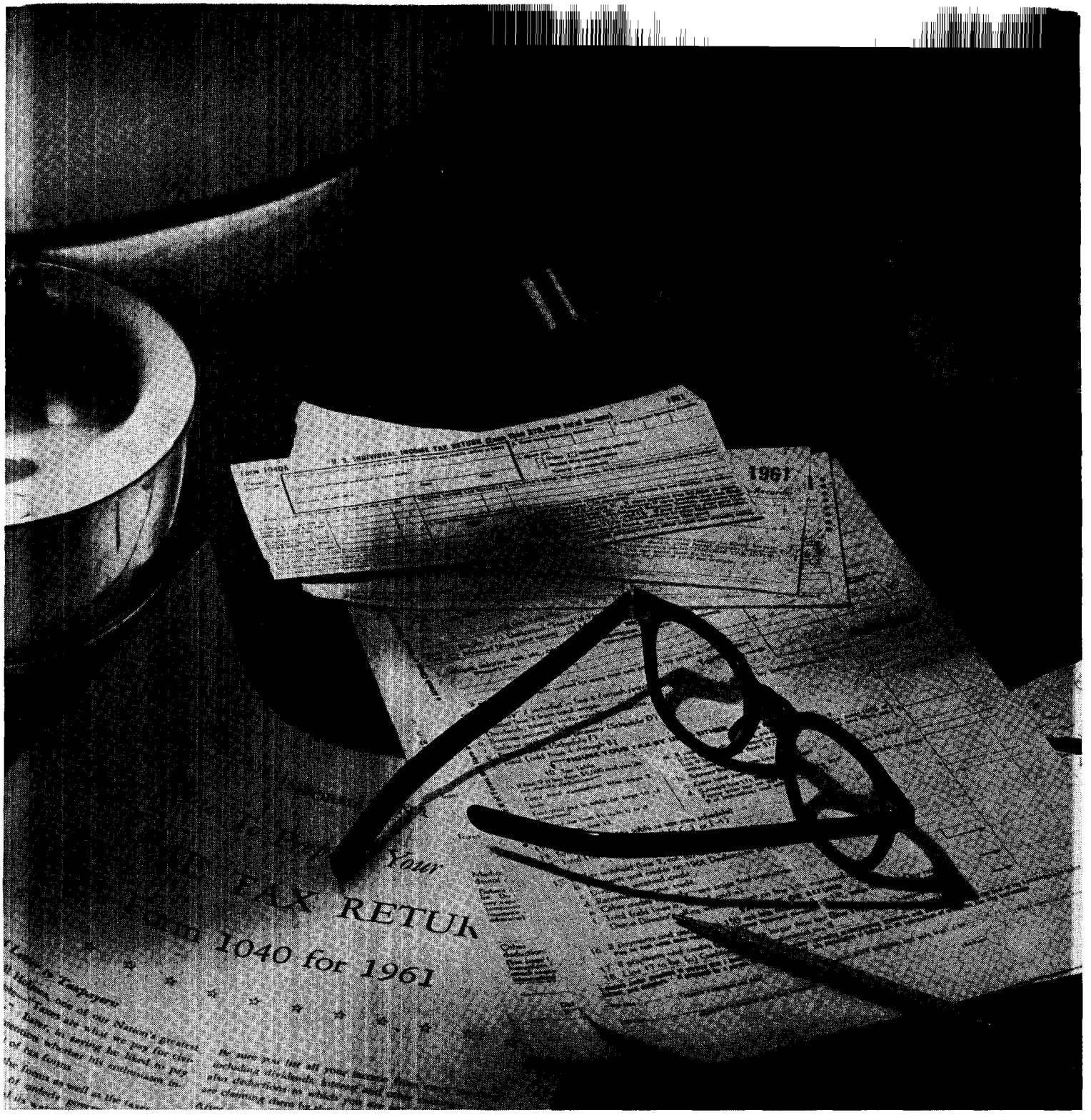
Offhand

A man in bad faith is one who identifies himself so much with a good cause that it becomes his own personal Trust. He alone can write about it, wants no co-fighters, only admirers, for he hath spoken the Word. This kind of person is the curse of a Cause; he is responsible if the best minds pass to the enemy camp rather than become his yesmen. In political writing, just as in literary writing, generosity is the only expression of humility, the only guarantee that our thought is not stale. Of course it is not easy to acknowledge that others, too, can write brilliantly and speak forcefully: we are all hypocrites, all egocentric, all prima donna. That is why laughing at ourselves is the first thing we should do every morning: an act of self-respect, like brushing our teeth.

If Hell is paved with good intentions, Heaven is paved with bad ones. There is no escape from cleverness. So now ride, Virtue, ride on the horses of Vice: powerless goddess, living monument, your legs are paralyzed; you name the goal and let us find the way; you cannot lead us there. Ride in the name and uniforms of evil: vanity chases wine, fights the rich foods as enemies of the waistline, greed makes for work, and fear of Divine Justice makes us just. Greater vanity and greed in a lean body and sober mind make for humility and the acceptance of death. Ride, Virtue, ride in your many disguises: provided you are never seen, the horizon will change, while, if by sheer mistake your presence were suspected or the goal named too soon, these and all other horses would stand still, still the horizon, boatless the wide seas, still your menacing finger pointing us the way, and empty winds would cover the great distance.

When I was a director in a government agency in Washington during the war, I always sent my employees out on a walk when the weather was fine or they were in the mood, and stayed there to protect them. Thus when I was in the mood or my weather was fine, they were glad to protect me. More unpaid overtime was done that way, and less boredom produced. Because we did not think of work as the passage of calories from human backs to inhuman chairs. —Niccolo Tucci.

PRODUCED 2005 BY UNZ.ORG
ELECTRONIC REPRODUCTION PROHIBITED



SUPPOSE YOU COULD DECIDE, TONIGHT, just how the government should spend your tax money. You would certainly want it used to keep America's defenses strong. But is there any point in having it spent needlessly, in other fields? Some people want the federal government to pour a lot of your tax money into more electric plants and lines. This is unnecessary, because the investor-owned electric light and power companies can supply all the additional electric power a growing America will need. Why should anybody insist on using your money for a job that can be done without tax spending?

Investor-Owned Electric Light and Power Companies

SERVING MORE THAN 140,000,000 PEOPLE ACROSS THE NATION

Sponsors' names on request through this magazine

PRODUCED BY MEDIA RESOURCE
ELECTRONIC REPRODUCTION PROHIBITED

TRADE Winds

ATROCIOUS PUNS still continue to capture the agonized imaginations of TRADE WINDS readers. Lieutenant Colonel H. S. Mazet, now retired on Balboa Island, California, writes about a spontaneous pun which sprang out of a filming expedition he was on at

one time. The scene was Africa, and the film was one of the perennial Tarzan pictures. Gordon Scott, who then was playing the part of Tarzan, had a habit of waking up the crew each morning by singing too loud on the banks of the Faure River in the Congo. Whatever song he sang was soon retitled the "Tarzan Tribes Faure River" song.

Colonel Mazet admits that the title has to be repeated up to fifteen times before the full, glorious, patriotic significance of the pun comes through. We were proud to be able to get it in twelve.

A MYTHICAL, TROPICAL ANIMAL has been haunting the dreams of Irby B. Brown, of Richmond, Virginia, and has inspired him to write a lyrical tribute to it:

My favorite animal, by far,
Is the South American strickle:
It looks exactly like Jack Paar
And tastes like butter brickle.

This poem may possibly be the summer replacement for the Purple Cow series.

BECAUSE SO MANY books about dolphins have been coming out lately, we visited one personally at the Seaquarium in Miami not long ago. All the reports about their intelligence seem to be minimized, rather than exaggerated. Not only can they shoot baskets with a precision that would make Bob Cousy and the rest of the Celtics wince, but they have a delightful sense of humor as well. We made the acquaintance of one in its rest tank, a young dolphin who was under the watchful eye of his mother. He came up near the edge of the tank, and waited to be petted. We accommodated him, although it was a little like petting a shiny wet inner tube. He then proceeded to circle the tank, coming up at regular intervals to nudge up some water directly in our face. With his mother in the background looking very protective, we didn't dare splash him back.

WE DROPPED BY the new National Stock Exchange in New York recently to see how this latest addition to the financial world was shaping up. After having been launched with Marcel 1955 champagne, it has now settled down to the routine of trading its eight stocks. By the end of the year, Chairman Lawrence H. Taylor hopes to have at least twenty-five listings, which will be able to take advantage of the first exchange to be fully automated in its bookkeeping procedures.

"A member doesn't need a clerk or a bookkeeper," Mr. Taylor told us. "The record of every transaction is wrapped up for him in a complete package at the end of the day."

Taylor is an energetic, intense gentleman whose busy days don't seem to interfere with his sense of humor. "We're not exactly competing with the Big Board yet," he told us, nodding toward the two clean, blonde-wood trading posts on the spanking new floor at 6 Harrison Street, "but we're going to help a lot of smaller companies to go national, companies that will be able to supply popular-priced stocks for popular-priced pocketbooks."

Among his eight charter listings, Ansonia wire opened at $3.60; Nashville Electronics, $1.70; Camp Chemical, $4; and Golconda Lead, $1.80. Interesting is the fact that the National Exchange will be traded in five- and ten-cent decimals, rather than the fractional quotes of the Big Board. On a floor above the new Exchange is the New York Mercantile Exchange, foster father of the National, and the locale of most of the action the day we dropped by. Here the confusion was almost equal to tradition, with potato brokers yelling out quotes on carloads of potatoes, which were enjoying a popularity seldom seen down on the farm.

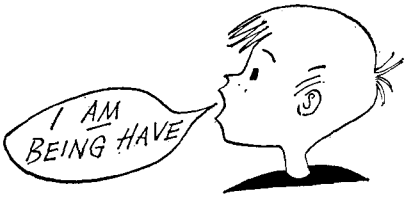
Chairman Taylor, an old hand in the potato exchange, is also an old hand at starting new projects. He was instrumental not too long ago in launching a platinum exchange which is enjoying a brisk business. At present, he's concentrating on building a top-flight management team which, he says, will build up public confidence in the exchange.

"It's tough finding people who are thoroughly conversant with all the procedures of The Street," he says. "In fact, there are none. But we're going to come as close to such a staff as possible. We're not going to save our way to success."

EVER SINCE Garson Kanin created the character of Billie Dawn in "Born Yesterday," the word *couth* has come into popularity in the language, meaning the opposite of its parent word, *uncouth* (actually, there is an obsolete legitimate word *couth*, meaning *known, familiar,* or *noted*). Other derivatives of Billie Dawn's malapropisms include *ept*, meaning skilful and full of aptitude; *augurated*, meaning a ceremony when a president is kicked out of office; an *anthrope*, one who loves his fellow-man.

Latest to come our way is found in a story from Oscar Shefler, of Pittsburgh, who writes about his son Michael, then two years old, who was scolded severely at the dinner table. The father turned to the boy sharply, and said: "Michael, behave!"

Michael looked at him blankly, and said: "Are *you* being 'have?"



AN INFLATIONARY NOTE in a candy store window in Westport, Connecticut, carries the legend: PENNY CANDY—NOW ONLY FIVE CENTS.

WE HAVEN'T QUITE reached the end of atrocious puns in this column. Julie Nunlist, of Chagrin Falls, Ohio, tells us that her husband, on listening to their teen-agers bicker, asked if they were living in a youth hostile.

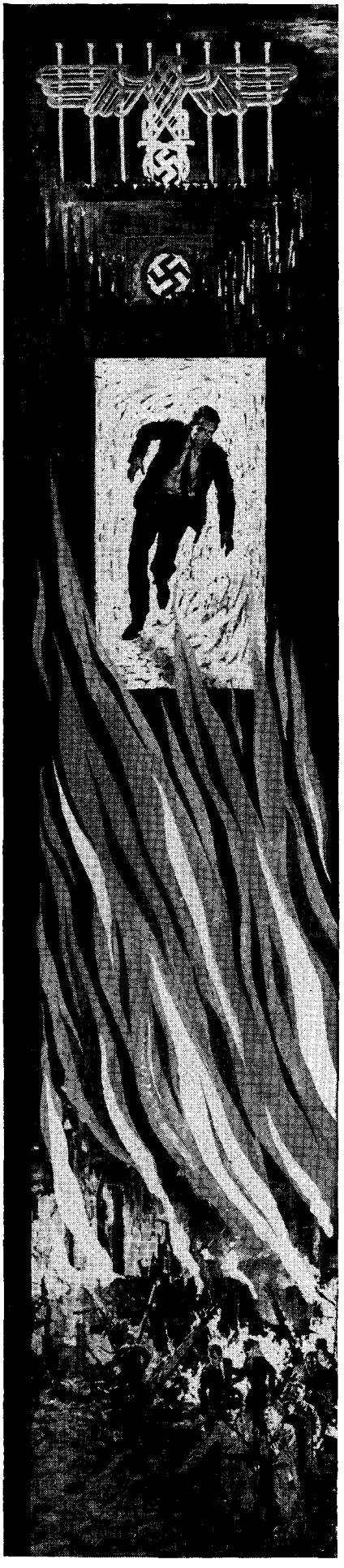
—JOHN G. FULLER.

SOLUTION OF LAST WEEK'S
KINGSLEY DOUBLE-CROSTIC (No. 1462)

NEWS ITEM:
BONES RARE BUT DRY
(Baltimore Evening *Sun*,
July 15, 1953)

Vici, Okla. (AP)—All they wanted was water. But drillers recently found some boxes, reports Ralph Cain, of a Mamosaurozekae, an accidental cross of a Prerodactyl and a Ceratosaurus. It was rare even in the Mesozoic period.

PRODUCED 2005 BY UNZ.ORG
ELECTRONIC REPRODUCTION PROHIBITED



It happened in Hitler's Third Reich...It could be happening today

When there is a wall between men and freedom—like the Siegfried line of Nazi boss Adolf Hitler's totalitarian Germany, or the Berlin wall of Communist boss Walter Ulbricht's totalitarian East Germany—whenever this kind of wall exists, certain men will face death because they cannot live with evil.

THE COUNTERFEIT TRAITOR tells the story of such a man, who fought the armed might and fury of the Third Reich—from the inside—with more passion and intensity than a thousand men. It is an amazing, absolutely authentic story of an extraordinary man—Eric Erickson, a Brooklyn-born Cornell football hero who later became an oil man in Texas and Sweden.

Erickson was blacklisted, ostracized by his friends for doing business with Himmler and the other Nazis. Only at the end of World War II could it be publicly revealed that Erickson's seeming disloyalty had helped him secure priceless military secrets for the Allies.

But this is more than his story—it is the story of all the people of an exciting era—the meek as well as the mighty—in a motion picture that tried no compromises with integrity, that will be vital and timely as long as tyranny exists anywhere.

WILLIAM HOLDEN · LILLI PALMER

In The PERLBERG-SEATON Production of

THE COUNTERFEIT TRAITOR

CO STARRING HUGH GRIFFITH

Produced by WILLIAM PERLBERG · Written for the screen and Directed by GEORGE SEATON · Based on the book by ALEXANDER KLEIN

A PARAMOUNT RELEASE

PRINTS BY TECHNICOLOR®

PRODUCED 2005 BY UNZ.ORG
ELECTRONIC REPRODUCTION PROHIBITED

Manner of Speaking

APHORISMS: Writing about J. Frank Dobie and some of his sayings (*SR*, Mar. 10) reminded me that I had once made a happy game of making up aphorisms, and sent me searching for a small box of three-by-five file cards on which I had jotted them, transferring them from the pocket pads I carry on planes and trains, and sometimes salvaging one from a discarded poem or prose manuscript. The box would not show up at once and as I rummaged I found myself mulling over the word "aphorism" and a whole family of related words. By the time I did find the box, I put it aside to reach for that grand book, "Webster's Dictionary of Synonyms," in which I found the family given as: saying, saw, maxim, adage, proverb, motto, epigram, aphorism, and apothegm. I don't know why "slogan" was omitted and I charge the editors to fill out the family tree by including it in any future edition.

"Saying," the word that categorizes the whole family, signifies any habituated remark including those in current fashion. "Adage," on the other hand (from Latin *ad-* plus *aio*, "to say," and meaning literally "I say to"), implies both a well-aged saying and one containing a moral precept. When the saying has become so worn by usage that it may be thought of as faceless coinage it may qualify as a "saw" (from Anglo-Saxon *sagu*, related to our word "saga") meaning at root "say" but implying that the saying is about old things, hence once more connoting antiquity. Though Webster does not make the point, I further sense, without being able to demonstrate, that a saw is the most likely of all this family to be phrased in street-and-country colloquialism. "Proverb" also connotes a well-aged saying, the word from Latin *pro-* (for or before) plus *verbum* (word) thereby implying perhaps, though doubtfully, that the wisdom of the saying existed before there were words for it. Continuing this genealogy, we may take both "maxim" and "epigram" to signify a time-honored saying with the difference that a maxim (from the Latin term *maxima propositio*, "the greatest premise") is specifically a rule of conduct ("Do unto others," etc.) and an epigram (from Greek *epi* plus *graphein*, "to write upon") derives from the name of a kind of poem and has come to mean any pithy saying, with the clear implication that the phrasing is more literary than the colloquialism of the saw. The unabridged "Webster's" (the good one, not the new edition) also notes that the epigram is usually antithetical in structure and offers as an example "Crying is the refuge of plain women, but the ruin of pretty ones," a perception that must certainly be underlined for the special notice of the curriculum committees of all women's colleges.

The motto, which may or may not be an ancient saying, is a special case of the maxim, a briefly stated guiding principle generally attached to a specific person, group, or project. The word derives of course from French *mot*, "word." The motto is narrower in its application than the maxim and rather closer to the slogan, from Gaelic roots meaning "the cry of an armed band," i.e., "a battle cry," though the word now connotes not a battle cry but a catch phrase for a political or advertising campaign.

The remaining members of the family of sayings are the aphorism and the apothegm, both implying a certain freshness of coinage, an elegant pithiness above the colloquialism of the saw, and a generally traceable individual authorship. The distinction between them is harder to find than their similarities. "Webster's" derives "apothegm" from Greek *apo-* (from) and *phthengesthai* (to cry out) and defines it as a terse saying that is specified to be "sharply pointed" and "startling." "The Dictionary of Synonyms" offers as an example Johnson's "Patriotism is the last refuge of a scoundrel."

"Webster's" derives "aphorism" from Greek *apo-* (from) and *horizein* (to bound), hence meaning "to mark off, to set limits to, to distinguish from," and hence, one may conclude, "to define." "Webster's" then defines the word, rather weakly, as "a short, concise statement of a principle." The "Dictionary of Synonyms" offers as an example Mark Twain's "Heaven for climate, hell for society," surely as sharply pointed and as startling a saying as Johnson's. Let me conclude that the shade of difference "Webster's" has not made clear either by definition or example lies most clearly in the roots, and that "apothegm" implies a crying-out in some heat, whereas "aphorism" implies a more dispassionate, more precise, and, by root implication, even mathematical exactness of wit.

Having completed these researches, I was free to start thumbing through my file, and immediately bogged down in my effort to decide whether a given saying should be listed as a saw, bachelor-proverb, crypto-adage, maxim, motto, apothegm, epigram, or whatever. I could not fail to note at once that I have already worked some of them into pieces I have written for *SR* wherein they passed as simple (though —who knows?—perhaps even coruscating) sentences. Any of them, it seemed to me, might serve as the text for some future column, whereupon I decided at once that some of them would. Reserving that right for the future, therefore, and deciding to take the risk of lumping them all together as aphorisms, I offer the following examples from the dusty file, with more to come in a later installment.

Nothing in nature offends nature.

Religion has ten commandments; reality has five senses.

The most human expression is the smile of seriousness.

Why die of a sniffle? Contract a real disease.

Be selfish. Nothing else makes the human race predictable.

Athletes do their thinking while their bones heal.

Nothing is curable, but the sickroom can be swept out.

There is no difference between the official and the inhuman.

A fox is a dog that found out about mankind.

Don't talk to me about complexity: I have a daughter.

I don't care who is calling: tell him to put it in a letter and that I never answer my mail.

Everything will happen.

A savage is a man who has not had enough news from the human race.

Everyone is in trouble when he looks at the stars.

The weight of the world is in the thumbs of the clumsy.

A man wise enough to learn from a fool may be trusted in any company.

It would be easier to grow sentimental about motherhood were the prerequisites higher.

To respect a sick age is to be in contempt of eternity.

Don't dislike good people: avoid them.

WE ARE NOT ALONE: A few weeks back (*SR*, March 10) I published a memoir of my career as a crackpot in rebellion against the clerks of this world. Certainly I had no thought at the time that I was alone in my dissent, but I had, I confess, thought of it as a lonelier business that it really is. *SR*'s subscription list, I am delighted to say, is well sprinkled with souls of my persuasion on this point, and I have come

PRODUCED 2005 BY UNZ.ORG
ELECTRONIC REPRODUCTION PROHIBITED

If you're going to Europe this year, why settle for a half-holiday? Go all the way . . . to the Soviet Union, the most intriguing and stimulating country in the world today. Moscow is only a few hours from Paris (3½ hrs.), London (3½ hrs.), Stockholm (2½ hrs.) . . . just to mention a few of the many European cities with direct flights.

See the Soviet Union on a person-to-person basis. Shop on Gorki Street (Moscow's Fifth Avenue), visit Lenin's Mausoleum . . . browse through the world-famed Gum Department Store. Feast on Blinis, Chicken Kiev and Zakuski (hors d'oeuvres). Attend the Bolshoi Ballet . . . and see the Kremlin itself. Ride the metro—subway stations that look like palaces! Explore historic Leningrad, the Soviet Union's second largest city and the Hermitage, one of the world's great art museums. Kiev, "The Mother of the Russian Cities" will charm you with its beauty and grace. For sunshine, swimming, rest and relaxation, there's the Crimea . . . Sochi on the Black Sea will remind you of the Riviera.

You have a choice of more than 100 fascinating tours. De luxe tours including hotel rooms with private bath—4 meals daily—sightseeing—Intourist guides—private cars: $35 per day, per person (2 persons—$25 each). First-class group tours: $15 per day; Tourist class: $10 per day. Jet Tourist Fare round trip New York-Moscow $799.60. All you need is a US passport and a Russian visa which is easily obtainable through your Travel Agent.

Full full information, see your Travel Agent . . . or fill in and mail the coupon below to INTOURIST, the USSR Government Tourist Office.

INTOURIST SR

USSR Government Tourist Office
355 Lexington Avenue
New York, New York

INTOURIST

Please send information to help me plan a vacation in the USSR.

Name_____

Address_____

_____

PRODUCED 2005 BY UNZ.ORG
ELECTRONIC REPRODUCTION PROHIBITED

to cherish a fat file of letters applying for admission to the club.

Welcome, all, to general membership, but I think I shall insist that applications for charter membership must be supported, if not by the scalp of a clerk, at least by evidence that the applicant did engage in hand-to-hand combat through the wicket.

To charter membership, accordingly, and with the Order of the Citizen's-Cross-to-Bear, we hereby appoint Mr. Willard E. Fraser of Billings, Montana, citing him for meritorious achievement in personal combat with the Vital Statisticians of Topeka, Kansas. We regret that the record of the exchange is not complete, but we attach in evidence a copy of his last volley:

16 February 1962

Delayed Birth Certificate
Bureau of Vital Statistics
Topeka, Kansas

Dear Sirs:

Enough is enough, and some things approach the idiotic, such as your declining to issue a "delayed birth certificate" to my seventy-six-year-old mother, on the evidence—such as photostatic copies of her marriage certificate, family Bible, birth, marriage, and death statistics, etc., etc.—that I supplied you. Your declining to accept these "proofs" so that she can obtain a passport to visit Europe approaches the ridiculous, especially the part wherein you ask for letters from people who knew her before she was five years old, a Social Security number, and insurance policy. Bear in mind that she is seventy-six—suppose you go out and find people who knew her before she was five. Would you suggest contacting Heaven or Hell? Remember she left Kansas before she was twenty-five, and never worked; so has no Social Security number, nor does she hold an insurance policy. See how very silly your request is?

She only wants to take a trip to Europe and not skip the country. . . . So get busy and send up that certificate—when one is seventy-six, he doesn't have time to mess around with the type of nonsense you propose.

Sincerely,
/s/ Willard E. Fraser

We are with you, Mr. Fraser. And we certainly want your mother to have that trip to Europe. Do you hear, Bureau of Vital Statistics, Delayed Birth Certificate Section, Topeka, Kansas? Get busy and send up that certificate, or we shall call an immediate mobilization of this world's crackpots to tear you apart paper clip by paper clip. You have been warned.

THE OTHER SIDE OF THE STREET: The following letter is across the street from our chosen Crackpot Headquarters, but I cannot resist sharing it with readers as at least a new penetration of the sound (and fury) barrier.

Babson-Crowell Publishing
P.O. Box 48, Kingsbridge Station
New York 63, N.Y.

Dear Reader:

How good a critic would you have to be to recognize another "Tamerlane" or "Leaves of Grass," if such should come your way? Of course, it seems easy now to discern the genius of a Poe or a Whitman, and hard to believe that they were scarcely noticed in their own lifetime. But suppose you came across such a masterpiece today, written by one totally unknown, would you be able to profit by such a discovery? Remember, originality is not always appreciated at first sight, and when we voice an opinion we like to have the backing of authority to assist our modest claims.

And then, in this humble-minded age, try to imagine the existence of a work which might compare favorably with the classics of literary history. Isn't it hard to believe that in a nation of this size, of some 180 million souls, there might exist a poet good enough to stand in the company of the giants of the past? And what could be more absurd then to suggest that a first edition with the rowdy title of "Bowery Nights and Daze" could be a sleeper in the class of a "Rubaiyat" or a "Queen Mab"? Yet the truth of the existence of such a work, totally unknown, and a star of the first magnitude, is the whole burden of this awkward message which I must somehow get across to you. Try to realize, for a moment, the difficulty of selling a gold brick which happens to be solid gold. It requires a finer touch to recognize the merits of a work that has insights into reality. It takes courage to go out on a critical limb—though in this case you lose nothing by trying. So sure is the publisher of this work of its undeniable excellence, that this is probably the only book of poetry ever printed which dared to offer a money-back guarantee.

Order your copy today and achieve bibliophilic distinction in one bound.

Invest in a single book and leave an heirloom which will make you a reputation as a literary investor of great sagacity.

Yours truly,
Babson-Crowell

I find it hard to resist a champion anything, and attach my reply of a few days ago in evidence.

Saturday Review
25 West 45th St.
NYC 36

Babson-Crowell Publishing
P.O. Box 48, Kingsbridge Station
NYC 63

Gentlemen:

I cannot resist bibliophilic distinction in one bound. Nor even two. My check for $3.95 inclosed.

If the poems live up to their billing, I promise to register at the insane asylum of your choice. If they do not, I promise to keep the book anyhow as a souvenir of the most brass-faced hard sell ever to bash in the lid of my mailbox.

But hurry, hurry!

Yours sincerely,
/s/ John Ciardi
Poetry Editor

I hereby promise all readers a report on this literary moon-shoot at the earliest possible moment.

ITEM: We certainly do not endorse lynching members of the John Birch Society, but we are nevertheless drawn to agree with Robert Frost that "One could do worse than be a swinger of birches." —JOHN CIARDI.

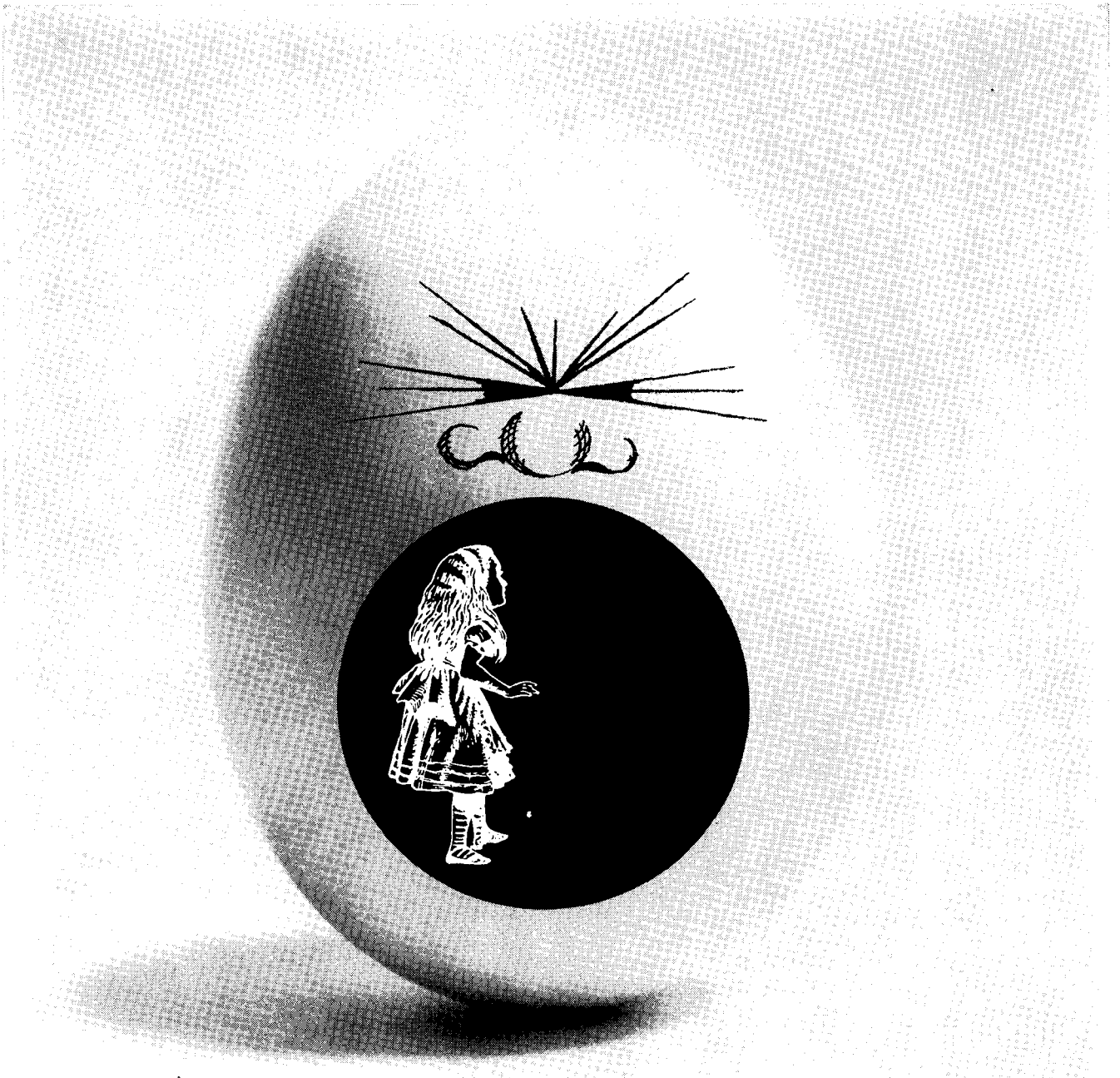
RADICAL RIGHT ATTACKS YOUR CHURCH!

■ METHODIST
■ EPISCOPAL
■ PRESBYTERIAN
■ CATHOLIC

J. Edgar Hoover says: "Unfounded charges against America's clergymen" are weakening religious institutions "which stand on the front line in the fight against communism." Find out in the new issue of Look Magazine how extremists of the right have attacked Protestant and Catholic clergymen and dangerously damaged our churches. LOOK also names specific rightists and tells how they helped sow confusion and discord.

TODAY...GET LOOK

PRODUCED 2005 BY UNZ.ORG
ELECTRONIC REPRODUCTION PROHIBITED



"When I use a word," Humpty Dumpty said . . . "it means just what I choose it to mean, neither more nor less."

Humpty Dumpty made a nice semantic point. But he confused Alice, who believed that words should have definite meanings.

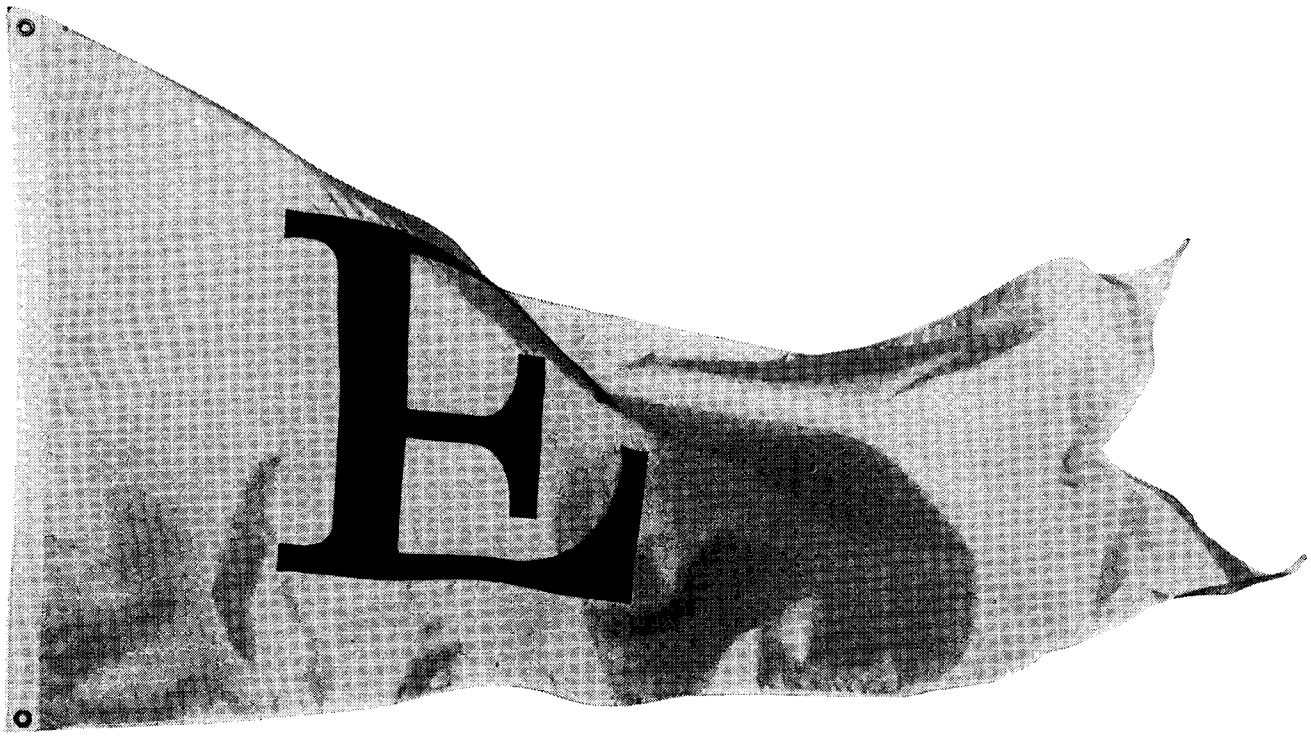
For practical reasons, we at Rand McNally agree with Alice. As publishers of textbooks, nonfiction, and children's books — and printers of books of every description for other publishers — it is our responsibility to help the author present his facts with the greatest possible clarity and accuracy.

Behind every word Rand McNally prints stands over a century of experience. Experience in making the meaning of that word as clear, as definite, as possible. Neither more nor less.

RAND McNALLY

PUBLISHERS • PRINTERS • MAP MAKERS • ESTABLISHED 1856 • CHICAGO • NEW YORK • NASHVILLE • SAN FRANCISCO • WASHINGTON

PRODUCED 2005 BY UNZ.ORG
ELECTRONIC REPRODUCTION PROHIBITED



AWARD FOR AN AMBASSADOR

The age-old ambassadorial role of the book received new and fitting recognition on March 28 at the White House in Washington, D. C., when a book publisher was included among the first five U. S. companies to receive President Kennedy's "E for Export" award.

This award gives us at McGraw-Hill an opportunity to say in public something that has been in our minds for a long time.

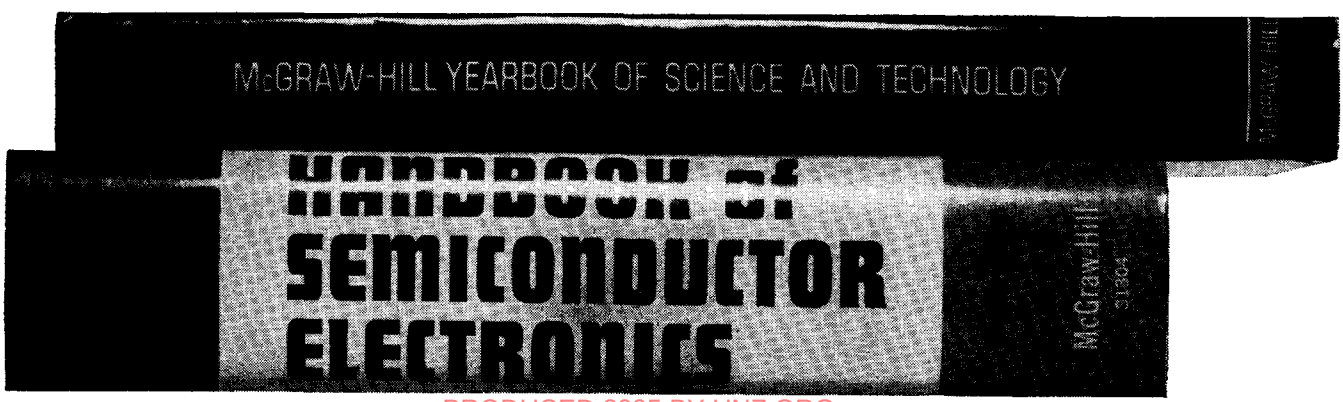
We devote considerable effort to marketing our books around the world. Last year we sold McGraw-Hill books in 98 countries to a total value of nearly $8,000,000—about one fifth of our sales of books in the United States—and we take a proper commercial pride in these statistics.

But we also take pride in the thought that books are no ordinary merchandise. Books are still, we believe, the most durable and penetrating way of communicating knowledge and ideas. Books are important instruments of political and cultural understanding. Books aid the development of human resources through education and the development of natural resources and economic welfare when used in industrial training, engineering, production and the management of business enterprise. And, of course, books are natural pioneers for international trade in general. "Trade follows the book."

We are grateful to the President for the signal honor he has conferred on us and on our authors, who, through the international dissemination of their writings, are speaking to people in many lands.

McGRAW-HILL BOOK COMPANY, INC.

330 WEST 42ND STREET, NEW YORK 36, N. Y.



PRODUCED 2005 BY UNZ.ORG
ELECTRONIC REPRODUCTION PROHIBITED

Saturday Review
APRIL 14, 1962

THE CRISIS BEHIND THE TRANSPORTATION MERGERS

By EDWARD T. CHASE, *a writer on public affairs and an economic consultant. He served last year on the special policy planning staff of the Secretary of Commerce.*

THE Pennsylvania-New York Central railroad and American-Eastern airline merger proposals have dramatized the profound troubles besetting this country's public transportation system. They were dictated by extreme financial pressure. So, too, were fourteen earlier railroad merger applications now awaiting approval, as well as the recently consummated United and Capital airline merger.

What makes mergers appealing are savings through the elimination of duplicating services, facilities, and labor. Pennsylvania-New York Central expect to save $125,000,000 annually, American-Eastern $50,000,000. There is also the attraction of the competitive power that comes with size. The projected mergers would make each of the new companies the biggest in their industries. Key government figures, notably Civil Aeronautics Board Chairman Alan S. Boyd, have recently been urging mergers as essential to save public transportation from bankruptcy.

Union leaders, alarmed at the prospect of mass layoffs, express outrage over mergers. Opposition also stems from Congressmen fearing monopoly, and from local officials fearing loss of tax revenue and termination of transportation services.

While the latest merger moves have aroused a widespread public concern over transportation, there has been increasing anxiety in high places for some time. President Kennedy himself has expressed deep concern. "Nothing is more dramatically apparent than the inadequacy of transportation in our larger urban areas," the President stated in his housing message. And in the earliest days of his Administration he ordered studies designed to formulate a new national transportation policy. He has been scheduled for months to deliver a special message to Congress based on these studies. Already in his State of the Union and Budget messages he has requested certain tax and subsidy changes.

Official worry about transportation isn't confined to Democrats. In a remarkable address last October, New York's Governor Nelson Rockefeller said, "In my opinion, only drastic and immediate action by the federal government can save America from a national disaster in its entire transportation system. Such a disaster can only lead to nationalization of the American railroads and possibly the airlines as well. This would seriously erode the freedom and dynamism of our American system of free enterprise."

If public transportation is in a bad way, then worry would seem to be justified. Transportation comprises the greatest single combination of economic activity in the nation. Each year the public spends about a fifth of the gross national product on transportation, around $100 billion. Thus severe financial illness among its major operators is alarming in itself. Transportation directly accounts for nearly half of all federal excise taxes, about 17 per cent of total federal revenues, employs something like a sixth of our labor force, and represents public and private investment of over $150 billion.

But alarm is not limited to the

Railroad Mergers Proposed	*Estimated Annual Savings*
Pennsylvania Railroad—New York Central System	$125,000,000
Chesapeake & Ohio Railway—Baltimore & Ohio Railroad	45,000,000
Great Northern Railway—Northern Pacific Railway—Pacific Coast Railway—Burlington Lines	43,000,000
Atlantic Coast Line—Seaboard Airline Railroad	38,700,000

Recent Mergers Approved

Erie Railroad—Delaware, Lackawanna & Western Railroad (approved in 1960)

Chicago & Northwestern Railway—Minneapolis & St. Louis Railway (approved in 1960)

Norfolk & Western Railway—Virginian Railway (approved in 1959)

Three U.S. affiliates of the Canadian Pacific Railway (approved in 1960)

PRODUCED 2005 BY UNZ.ORG
ELECTRONIC REPRODUCTION PROHIBITED

transportation industry's financial woes alone. Transportation is a substantial cost factor in most commercial enterprise. A sick transport system raises the costs of distribution of goods and services, which is to say the cost of doing business. This is a threat both to economic growth and to full employment. Moreover, any increase in the cost of doing business takes on ominous dimensions as the United States braces itself for the challenge of competing with the Common Market, which has a clear-cut advantage in lower labor costs, roughly a dollar an hour versus the U.S.'s $2.36 an hour.

Factual evidence of public transportation's troubles is plentiful. Nearly a fourth of the nation's 104 major railroads lost money in 1961. Together they netted only $382 million on gross revenues of over $9 billion, a 1.9 per cent return on their $28 billion plant investment. Only the profitable freight operations of a few railroads, mostly Western, hauling minerals, oil, and lumber, keep the total railroad industry result in the black.

The thirty-nine Eastern railroads, headed by the notoriously moribund New Haven, have practically all operated at a deficit. It is the passenger business, 60 per cent of which is commuter business, that piles up the big losses. The Pennsylvania lost $30,877,000 on passenger service in 1960, the New York Central $17,756,000. Fewer Americans are riding trains today than at any time since 1885.

But it is the decline in railroad freight that is considered most dismaying. The percentage of all freight carried by the railroads has declined from 76.5 per cent in 1926 and 66.6 per cent in 1946 to 43.8 per cent in 1961. Since 1956 this freight decline has been absolute.

The record of other common carriers (that is, public "for hire" transportation) is less depressing but alarming enough. The eleven big domestic trunk airlines had their worst year ever in 1961, suffering a net loss of $31,000,000. The small so-called local service airlines continue to survive only by direct federal subsidy—about $10 for every passenger that rides them. Half of the major trucking companies operated in the red throughout much of 1961 and had a poor year in 1960. The American merchant marine remains afloat solely through government subsidy. Many inland waterway carriers are in trouble, sustaining as a group a 15.6 per cent drop in income in 1961 from their 1960 income. The pipelines, a highly specialized category of common carrier transportation and one of growing importance (they transported 17.7 per cent of total intercity freight, mostly oil, in 1960), managed to increase their revenues by just 1 per cent in 1961 over 1960.

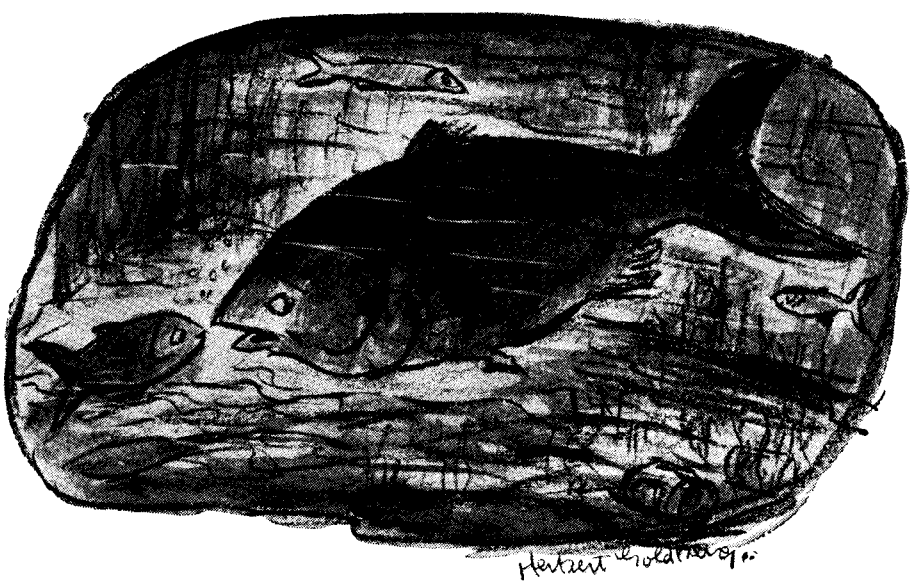
WHAT are the reasons for this curious situation, a depression in public transportation when the rest of our industrial complex thrives? The answers are not simple but no one can claim they have not been sought. Only Abraham Lincoln has been the subject of more research studies than transportation. Commerce Secretary Hodges says there are over $2,000,000 worth of studies on transportation on file in his department. The most important recent one is the Doyle report (named after John P. Doyle, the staff director for "National Transportation Policy, a Report Prepared for the Committee on Interstate and Foreign Commerce, United States Senate, January 3, 1961"). The main finding of the Doyle report is this: The United States transportation system is sick because of great and unbalanced overcapacity. This has been created by investment way out of line with the growth rate of the gross national product. Result: "an excess of transport that is unequalled in this century except during the major economic depression of the Thirties." It also concludes that common carriage ("for hire" public transportation) is giving way to private transportation, notably the trucking fleets of individual corporations; that this may well lead to the end of common carriage; and that this would lead to eventual nationalization of transport.

Doyle's premise of overcapacity is patent in the case of the airlines and railroads. With the growth of suburbs and highways, 30 per cent of the country's 220,000 miles of railway are simply unneeded. With equipment improvements, the railroads have maintained their capacity so that with present equipment *the railroads could handle 75 per cent more traffic than they do.* The busiest 10 per cent of our rail system carries an average of 39,000 ton-miles of freight per day per mile of line. But the rest of the system is relatively idle; a third of the rail network carries only 555 ton-miles per day per mile—only enough to warrant a single average trainload per week.

The overcapacity in the railroads is most apparent in their redundant plant, especially terminals, and in some 30,000 miles of duplicate track. Transportation economists agree, according to a *Fortune* survey, that consolidation of such plant would save at least 12 per cent of current operating costs, or around $1 billion annually: $400 million in terminal costs, $100 million in line maintenance, $300 million in freight car utilization, $75 million in purchasing, and over $100 million in centralizing other facilities, such as repair shops.

Overcapacity in the airlines is also quite clear. It has been greatly accentuated in the past two years by the new jets and turbo-prop planes. Being larger and faster than the old prop planes, they carry more people and make more round trips in a given period. Accordingly the airlines had an increase of 7¾ per cent in capacity in 1961. What then happened was that the total market only accounted for 56.2 per cent of the available airline seats. This compares with 59.47 per cent in 1960, 64.12 per cent in 1956 and 67.08 per cent in 1952. This makes it virtually impossible for the airlines to profit.

To a lesser degree overcapacity



"Personally, I'm not too keen on being the big fish in a small pond."

PRODUCED 2005 BY UNZ.ORG
ELECTRONIC REPRODUCTION PROHIBITED

plagues the other common carriers, too. For example, while the average passenger load in buses, eighteen to nineteen passengers, hasn't changed since 1949, bigger buses have upped average capacity from thirty-five seats to thirty-nine seats, producing 11.4 per cent increase in empty seats. A more important instance of overcapacity is in trucking. Empty mileage or light loading (often unprofitable but required since scheduled service must be maintained by the regulated common carriers) have been steadily on the increase. What complicates this problem for the scheduled "for hire" truckers is the rapid growth of private, company-owned trucking. The private truckers add insult to injury by illegally picking up paying loads for their return trips.

It is this rise of private carriage that, concurrent with a general overcapacity in *all* forms of transport, accounts for most of the basic trouble in transportation, according to the Doyle thesis. The interrelationship between rising overcapacity and the rise of private carriage is close. For instance, the private automobile dominates intercity passenger traffic, accounting for 90 per cent of it. Some 60,000,000 cars, each with a capacity of from five to eight people, move over our roads carrying an average of less than two persons per car. Crucial as it is to our entire economy and blessing us with a mobility the world envies, America's automotive complex has nonetheless helped put the railroads on their ear. It has also largely limited air service to businessmen's trips or very long-haul tourist service. Eighty-five per cent of Americans still don't fly and have never flown; the 57,700,000 trips made in 1960 involved only 12,000,000 people.

IF the public increasingly prefers private means of transportation, which is its right, then the common carriers are bound to suffer competitively. Excess capacity just makes things tougher. Private automobile traffic on the New York State Thruway from Buffalo to New York City, for example, has mortally weakened the New York Central. Four years after the Thruway's bridge was completed over the Hudson River allowing traffic in and out of New York City, the New York Central had lost 50 per cent of its intrastate passenger revenues, a total of over $7,000,000.

Loss of passenger business is bad enough but it is the loss of freight business to trucking, both regulated "for hire" trucks and private trucks, that really hurts the railroads. The fundamental problem here is illustrated by a cost analysis based on the latest year when all the necessary statistics were available, 1957. Using publicly provided and maintained highways, the truckers can give cheaper (on practically all trips up to 400 miles) and quite dependable rapid service, at a cost to them of only 5.1 cents of each dollar of their operating revenue. But the railroads must spend 20.5 cents of every dollar of operating revenue on their rights of way. The railroads have to pay for the acquisition, building, and maintenance of these rights of way, plus taxes on them. The 5.1 cents the truckers pay covers user taxes, such as fuel taxes, license and registration fees, and highway tolls.

Private carriers have now absorbed a quarter of all freight business. The Doyle report demonstrates that within about a dozen years private carriers will be handling almost 40 per cent of freight transportation! Should this happen, states the Doyle report, "a rapid deterioration of regulated carriage could be expected, handicapped as it would be by the competition of unregulated private carriage."

Deterioration would result from a calamitous chain of events. It is exemplified especially by the railroads, at once the sickest and most important of the common carriers. If the private carriers had 40 per cent of the freight business, the railroads, overburdened with excess capacity and confronting diminishing demand, would experience a disastrous drop in net income. Declining net income has several evil results. First, it compels curtailment of expenses. Then undermaintenance and delayed replacement of new equipment occur. However, the older the equipment is, the more it costs to keep it in sound operating condition. Service itself then begins to suffer.

Railroad freight service, despite certain technical innovations here and there, has been declining, in fact, throughout the postwar period. (This is quite apart from the notorious decline in both the frequency and quality of passenger train service.) The cost squeeze has forced the railroads to increase the size of freight trains substantially. "This, in turn, in the absence of rising traffic, has necessitated fewer trains and the backward step of reverting from scheduled to tonnage trains," states the Doyle report. What this means is that freight sits in railroad cars until there is enough of it to make up a train. Time being money, shippers turn elsewhere, notably to truckers, who can promise faster, door-to-door delivery.

A second bad result of declining net income is that without decent profits the railroads and the airlines, like all industries with heavy capital investment, can't progress. Like everybody else, they must either save or raise the capital to modernize their equipment. It's hard to do if you are losing money. There then is a resort to debt financing in place of equity financing. This in turn saddles the carrier with heavier fixed charges. These must be borne during an era of reduced traffic volume. It is clearly a vicious spiral, beautifully portrayed in the case of the bankrupt New Haven Railroad. It is a situation that is raising the specter of further bankruptcies and eventual government takeover. For the final resort for financing is the government.

Why government takeover? Because, states Doyle, our economy, let alone our national defense requirements, cannot permit the demise of our railroads nor, in fact, of any of our major common carriers. The smaller companies that make up a vital sector of our economy simply cannot afford private fleets. The economy depends on reliable, relatively inexpensive regulated common carriers available to all kinds and sizes of shippers.

The combination of overcapacity and the rise of private carriers is a menace to public transportation. But experts would hasten to add that there are important complications, too, that worsen matters. One of these is excessive competition, forced by archaic regulatory policies. For example, the routes allocated to airlines by the Civil Aeronautics Board are overloaded to the point where few can make any money. Four carriers fly the New York-Chicago route, five the New York-Boston, eight the New York-Washington. The regulatory policy at fault here is not so much zeal for competition—two lines will accomplish that—but rather the persistent effort to preserve a weak company at all cost. It is awarded participation on a profitable

(*Continued on page* 38)

PRODUCED 2005 BY UNZ.ORG
ELECTRONIC REPRODUCTION PROHIBITED

Edith Anisfield Wolf—Award donor.

THE SOUTH'S OTHER WAR

Past and Present, Fact and Fiction, Anger, Shock, and Sadness Are Components of the 1962 SR-Anisfield-Wolf Award-Winning Books

By JAMES F. FIXX

A FIRST novel, a historian's view of the antislavery struggle, and a Southern white man's report on a journey through the Deep South while disguised as a Negro have just been announced as the winners of this year's Anisfield-Wolf Awards. The books, all published during 1961 and all dealing, in one way or another, with race relations in the American South, are Gina Allen's **"The Forbidden Man"** (Chilton, $4.95), Dwight Lowell Dumond's **"Antislavery: The Crusade for Freedom in America"** (University of Michigan Press, $20), and John Howard Griffin's **"Black Like Me"** (Houghton Mifflin, $3.50). The books, while markedly different from each other, all share a steady sense of conviction about the gap between ideals and actions in human behavior.

The Anisfield-Wolf Awards, established in 1934 by Edith Anisfield Wolf and *Saturday Review*, are presented annually to the book or books dealing "most creditably with social and group relations." They honor the donor's father, John Anisfield, a Cleveland philanthropist who died in 1929. The name of Mrs. Wolf's husband, Eugene Wolf, was added to the awards after his death in 1944. Among the winners during the twenty-seven years of the awards have been Julian Huxley, Louis Adamic, Maurice Samuel, Sholem Asch, Alan Paton, John Hersey, Langston Hughes, Martin Luther King, and John Haynes Holmes. This year the prize of $2,100, one of the largest literary awards in America, will be divided among the three winners. The judges who selected the winning books are anthropologist Ashley Montagu, Nobel Prize-winner Pearl Buck, novelist Lillian Smith, and Pulitzer Prize historian Oscar Handlin.

"The Forbidden Man" is the work of a dairyman's wife who lives in Las Cruces, New Mexico, some fifty miles north of El Paso, Texas. Mrs. Allen was graduated in 1940 from the Medill School of Journalism at Northwestern University, having married her husband, Ted, between semesters the year before. During World War II, Mr. Allen, who had received a Ph.D. in chemistry in 1941, taught chemistry in the military training program at Oklahoma A & M in Stillwater, Oklahoma, where, because of a housing shortage, they lived on a farm. Out of this experience came "Rustics for Keeps," a book by Mrs. Allen about their first farming experience. She is also the author of stories and articles for a number of national magazines, and has written five history texts, two by herself and three in collaboration with her father, who was a school superintendent.

Mrs. Allen's award-winning novel is set in the imaginary Southwestern town of Guadalupe, because, as she puts it, "I know and love this part of the country and because it gave me a third dimension—the Spanish—in my examination of group relations. The story *could* have happened anywhere. It *didn't* happen here." "The Forbidden Man" is the story of the growing crisis that first smolders, then turns to violence after the State Supreme Court rules that the Guadalupe school board must reinstate a Negro teacher at the local high school. The teacher, a man dedicated to his profession and to his students, is opposed by the head of the school board, who swears that he will "get the nigger teacher." His techniques are cruelly ingenious, and their results —which ultimately involve the entire town—are alarming, particularly in their effect on the children at the hub of the controversy.

In response to an inquiry about how she came to write the book, Mrs. Allen replied: "'The Forbidden Man' came into being because my husband said, 'If you feel so strongly on this subject why don't you do more than go to meetings? Why don't you write a book?' I had been going to meetings concerned in one way or another with education ever since my daughter started to school. And those were the years when educational meetings were concerned with integration.

"So perhaps that's why I was emotionally involved in the problems of integration. And I suppose that my story formed itself around a schoolteacher because I grew up in a family of schoolteachers and was used to seeing things from their point of view. . . . But these circumstances merely prodded me into writing a book whose roots reach back to the little mining town of Lead, South Dakota, in which I spent my childhood, where a variety of cultures met and mixed and enriched our lives. The contrast between this happy and unusual early environment and the larger world where people erected barriers of hate against those who were different shocked me into an acute awareness of the damage prejudice does to those who harbor and condone it. This I tried to convey in 'The Forbidden Man.'"

Mrs. Allen said she was astonished

PRODUCED 2005 BY UNZ.ORG
ELECTRONIC REPRODUCTION PROHIBITED

Awards in Human Relations—Winners of this year's SR-Anisfield-Wolf Awards are, from left: John Howard Griffin, author of "Black Like Me," shown here before his eyesight was restored; Gina Allen, author of "The Forbidden Man"; and Dwight Lowell Dumond, who wrote "Antislavery: The Crusade for Freedom in America."

to learn her book had won the award. "Since publication day my first novel had led such a quiet existence that I assumed it was destined to live and die unnoticed. I didn't even know it was being considered for an award."

"Antislavery: The Crusade for Freedom in America" and its companion volume, "A Bibliography of Antislavery in America," are by one of the nation's distinguished scholars. A professor of history at the University of Michigan (where he has taught since 1930), Dr. Dumond is the author of a half dozen other historical studies written over the last thirty years, and of numerous articles in historical journals. "Antislavery," a monumental, richly illustrated account of the antislavery movement from colonial days until 1865, is remarkable as history for its steady, passionate sense of right and wrong, its willingness to take unmistakable sides. In his Preface, Professor Dumond writes, "Slavery was the subordination of nearly four million Negroes to the status of beasts of the field, in so far as possible, in a nation dedicated to freedom and equality for all men."

The historian Ray A. Billington recently commented that "the spirit in which the book is written . . . will create controversy. . . . Professor Dumond has chosen to be no mere passive observer of the past scene; he sits in judgment on man's conduct and renders decisions of right and wrong with the assurance bred of both conviction and learning. Some may cry that this is not objective history. My own answer is that all history *must* be subjective and that some history *should* be subjective. The social scientist, basing his judgment on learning and experience, is as fully equipped to warn mankind of future error by citing past experience as is the philosopher." And Arna Bontemps, librarian of Fisk University, wrote in *Saturday Review* (Dec. 9, 1961) that "Dumond's account of the crusade for freedom in America is scrupulous scholarship supported by fervent feeling."

Commenting on the Anisfield-Wolf Award, Professor Dumond wrote *SR:* "This is history, as accurate as I know how to write history and as fully documented as production costs will permit. I worked from the documents entirely in order to rule out all preconceived dogmatic ideas about the slavery controversy, placed great weight upon accounts of men who were slaveholders and lived in slave country, and used an abundance of source materials in support of my interpretations. This was essential in tearing away the mythology, tradition, and moral hypocrisy which have made slavery seem a beneficent institution. . . .

"Work your way as I did through the mountains of court records, conference reports, sermons, newspapers, correspondence—follow the fugitive to freedom and the persecuted to death—listen to the passionate defense of civil rights and the constitutional arguments in Congress and in courtrooms—read the state laws which disgraced the nation in the eyes of the world—watch men reaching out beyond man-made laws for divine guidance in human relationships—do all of this through years of confined study and meditation, and feel the shame and heartbreak, and finally the refreshing faith in a democracy which could meet and overcome the challenge. . . .

"This study, if ever one did, reveals how unsound is the theory of economic determinism. Southerners defended slavery to the death as a source of political power and a system of racial adjustment even as it destroyed their economy. An oligarchy of slaveholders rushed into rebellion and self-destruction through fear—fear of a changing world.

"A great deal of soul-searching and personal sacrifice went into building this nation. That alone can save us now. Unless individuals can find in their hearts a recognition of the dignity and worth of individual man—unless we can learn to live by faith in the equality of all men in the sight of God, under the law, and in the administration of justice, the future is terrifying."

John Howard Griffin, who shares this year's Anisfield-Wolf Award for his report "Black Like Me," is the author of two novels, "The Devil Rides Outside" and "Nuni," and has been widely recognized as a writer of distinction.

Born in Dallas, Texas, in 1920, Mr. Griffin studied both in this country and in France. He served with the Army in the Pacific during World War II and, as the result of an injury, gradually lost his sight. He married in 1953, but did not see his wife and two children until his vision was restored in 1957. At one time Mr. Griffin studied medicine, but became interested in musicology while experimenting with the treatment of insanity through sound. Today he is a recognized authority on Gregorian chant.

The impact of "Black Like Me" is suggested by the fact that after its

(*Continued on page* 53)

PRODUCED 2005 BY UNZ.ORG
ELECTRONIC REPRODUCTION PROHIBITED

Little Man, What Absurdity Now?

By GRANVILLE HICKS

IN 1958 a not so young novelist named Thomas Berger (born 1924) published a remarkable first novel, "Crazy in Berlin," about an American soldier in Germany immediately after the end of the war. The soldier, Carlo Reinhart, is another innocent abroad. A German girl says to him, "You are a fool, a good fool, a kind fool." "His one secret," the author tells us, "was that he liked the Army, where the petty decisions were provided and the major ones ignored, and where you could live as if you had been born the day you put on the uniform." Innocent, kind, and withdrawn as he is, Reinhart finds himself involved in a complex and sometimes sinister situation, and the book turns out to be a penetrating examination of the problem of responsibility.

"Reinhart in Love" (Scribners, $5.95) is a direct sequel to "Crazy in Berlin," beginning with Reinhart's discharge from the Army. He goes to the home of his parents in Ohio, eventually gets a job of sorts, and meets and marries a girl; but while he is following this commonplace course, all sorts of extraordinary things happen to him. He is troubled, we are told at the outset, about leaving the Army: "He was still twenty-one and had never had another profession; he feared America, people, and life—not really but poetically, which was worse." His apprehensions are justified, for he is thrown into one ridiculous predicament after another. There are many bizarre situations in "Crazy in Berlin," but "Reinhart in Love" goes further: life, as we see it here, is quite simply absurd.

Mankind has always known that life was hard and precarious, but the notion that it is also absurd has taken hold only in recent times. The absurdity of life is one of the dogmas of the Existentialists, but the conviction is not limited to any particular school of thought. So many dramatists share it that we have a theatre of the absurd, and the note is heard in more and more fiction. Nathanael West, writing thirty years ago, was the pioneer of the novel of the absurd, and he is still to be regarded as one of its masters. Recent years have brought us such novels as Richard Stern's "Golk" and Joseph Heller's "Catch-22."

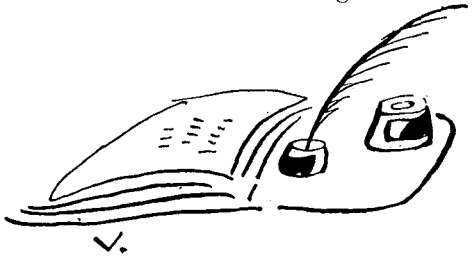
The novel of the absurd can be distinguished from both satire and fantasy. Satire implies the existence of some sort of norm, and if there is a norm, life is not essentially absurd, though there may be large elements of absurdity in it. ("Catch-22" is close to the borderline between satire and absurdity.) Fantasy can be used to call attention to absurdity, as in Ionesco's play "Rhinoceros"; but fantasy is not necessarily absurd, and the novel of the absurd, as "Reinhart in Love" demonstrates, is not necessarily fantastic.

Indeed, what makes "Reinhart in Love" so excellent an example of the novel of the absurd is its basic realism. You may feel that the characters are bizarre or fantastic or even crazy, but in the end you are convinced that they are no crazier than anyone else. Reinhart blunders into and out of outrageous situations, but you can read about situations just as outrageous in any newspaper you pick up. Berger leaves you with the conviction that this is the way life is, and if this is the way life is, life is absurd.

Unlike "Crazy in Berlin," the novel is told almost exclusively from Reinhart's point of view, and this heightens the effect. Reinhart, of course, is himself absurd—a big, gangling, ineffectual young man who doesn't know what he wants. But we come to feel that he is no more absurd than people he encounters who look down on his absurdity, and considerably more likeable.

His adventures in absurdity begin with his return home. His father assures him that he means everything to his mother, but she shows her affection by constantly abusing him. Her greeting is, "Wipe your shoes!" Her second remark is, "Here comes six more sheets per week." Her third: "You should be mighty grateful you got such a lovely home to come back to." "That she was in many ways an impossible woman went without saying."

The first of the old acquaintances Reinhart encounters is a Negro named Splendor Mainwaring, who is responsible for a number of mishaps. It is thanks to Splendor that Reinhart, a little drunk, finds himself impersonating Dr. Lorenz T. Goodykuntz in a highly amusing episode. Later Splendor, spending some time in jail, engages in plagiarism. (It is worth noting that he plagiarizes Herman Melville's "Bartleby," one of the bitterest comments ever made on the absurdity of life.) And it is Splendor who brings about Reinhart's climactic catastrophe, which turns out to be a blessing.



When Reinhart gets a job, it is with Claude Humbold, a real estate agent. Humbold at the outset gives him some characteristic advice: "Just listen to your Dutch Uncle Dudley. Remember you wouldn't be in this world without your dear old mother. Write to her frequently, boy. Worship your God in your own way, and go to the church of your choice this Sunday. I say so even to a Jew, for in the eyes of the Big Boy upstairs we are all even as children. He's the greatest bidnessman of them all, bud, and knows a bad property when he eyes one. Don't forfeit your Big Commission."

In Claude's office Reinhart meets Genevieve Raven, who eventually snares him into marriage, which proves to be a strange experience indeed, though not always an unhappy one. Reluctant at first, she proves for a time to be a cooperative companion in bed, but other problems develop. Although this is only incidental, she is a great misuser of proverbial sayings: "You bring up such dumb things a person would think you didn't have any bats in the belfrey." (One of the absurdities Berger most relishes is the way people talk.)

It is in part an hilarious book, but Berger is not primarily interested in belly laughs. Reinhart may be a fool, but he is not a joke; he is simply human, and therefore ridiculous. "I didn't get the point of normal life," he tells his father; and, of course, though he happens to be feeling more confident at that particular moment, he never does. But neither does anybody else. The characters are all in the same boat, and nobody knows where it is going.

Berger writes without bitterness, without any meanness of spirit. Life may be absurd, but he relishes it, and so do many of his characters. He finds no more meaning in life than does Samuel Beckett, but he has a lot more fun. All in all, he is an uncommonly interesting writer, with his own way of looking at existence and his own vigorous way of reporting what he sees. His second novel, more than fulfilling the promise of his first, gives him a solid place in contemporary fiction.

PRODUCED 2005 BY UNZ.ORG
ELECTRONIC REPRODUCTION PROHIBITED

Dynastic Tradition Updated

"India's China Policy," by P. C. Chakravarti *(Indiana University Press. 161 pp. $4.95), demonstrates how the aggressions of Mao correspond with the rhythmic pattern of his country's history. Stanley Ghosh wrote "Embers in Cathay."*

By STANLEY GHOSH

ALTHOUGH, by P. C. Chakravarti's own admission, "India's China Policy" is not a scholarly work, it nevertheless brings into sharp focus the issues that have fomented the growing political tensions between India and Communist China in recent years.

The triumph of Communism in mainland China marked the completion of one historical cycle and the beginning of another. For China the Communist victory implied a return to a turbulent, authoritarian past, the substitution of a strident and inhuman form of totalitarianism for the ancient Confucian orthodoxy, and a resurgence of militant imperialism, which has now spilled over to the non-Chinese rim-land.

The author points out that for years Peking has been casting greedy looks toward the lands to the south, impelled by the traditional concept of a Chinese government with a "Mandate of Heaven" to be the Middle Kingdom of Asia, if not of all the world. Territorial claims—based on concepts of suzerainty or on past tributary relationships or on disputed treaties—seem to be ready at hand. All originated in China's many centuries of imperial ambitions, interwoven during the past decade with a militant Marxist-Leninist-Maoist ideology.

In pursuit of this objective, Red China, while philosophically Marxist-Leninist, is responding to the rhythmic pattern of the history of China. In the past when a dynasty collapsed, a period of anarchy came into being. The frontiers became weak and the peripheral peoples penetrated the empire. Then, as the new dynasty took hold, the military machine was reorganized, and Imperial China once again emerged as the undisputed Middle Kingdom, fringed by neighboring countries acknowledging its suzerainty and drinking at the fount of Chinese civilization. Somehow the rulers of Red China seem to visualize the Communist revolution as ushering in all the conditions which in the past followed the collapse of one dynasty and the installation of a new one. In this case the regime of Chiang, the Nationalist, is being succeeded by the regime of Mao, the Communist.

This pattern of thought seems to explain Peking's relentless drive to seize and consolidate its hold on the outer provinces like Sinkiang, reassert its dominion over autonomous or quasi-independent regions like Tibet, and press claims on "lost territories" to the south, including Nepal, Sikkim, Bhutan, the frontier tracts of India, Burma, Thailand, and Indochina.

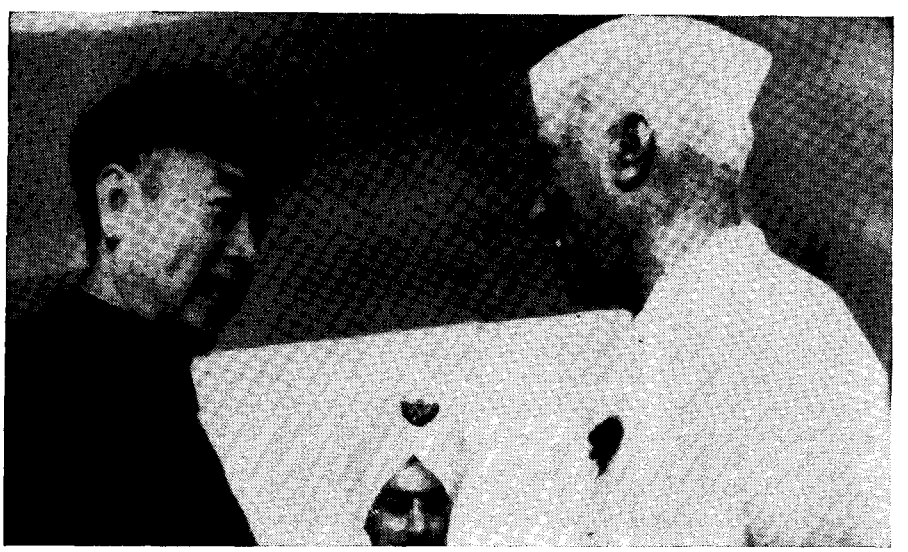
Mr. Chakravarti observes that currently India is feeling the pressures of Red Chinese expansionism, as Peking continues to assert its territorial claims over some 51,000 square miles of India's frontier land, stretching from Ladakh in the west to the Brahmaputra Valley in the east. The Communist leadership evidently feels certain that if Red China can win in the present territorial controversy with India, border states like Nepal, Sikkim, and Bhutan will inevitably accept Red Chinese suzerainty. The way would thus be cleared, the author believes, for massive Red Chinese penetration of the South Asian subcontinent.

According to Mr. Chakravarti, recent Tibetan developments have been chiefly instrumental in shaping the pattern of Sino-Indian relations. "Any strong expansionist power entrenched in Tibet," he says, "holds in its hands a loaded pistol pointed at the heart of India." Asserting that Tibet has a historic right to independence, Mr. Chakravarti describes the suffering of the Tibetan people under the tyrannical rule of their Communist "liberators." His discussion of the ill-fated uprising of Tibetan patriots in March 1959 is well documented, but the dramatic impact of the story is somewhat lost in his rather pedestrian style of writing.

Elsewhere in the book the author traces Indian attempts to cultivate Chinese Communist friendship, and tells of the many border incidents involving Chinese soldiers and Indian frontier guards. He describes Peking's haughty violations of the principles of *Panch Shila*—the Five Principles of Co-existence—and Prime Minister Nehru's ultimate disillusionment. Peking's irredential claims on India's frontier tracts are spurious, according to Mr. Chakravarti, who presents considerable evidence to support his position.

THE author's concluding thoughts on India's future diplomatic posture toward Red China provide interesting reading but lack a fresh viewpoint. Like many other politically-conscious Indians, Mr. Chakravarti is clearly unhappy with Mr. Nehru's past hesitations to act forcefully on the border question. It would seem, however, that a note on New Delhi's unmistakable stiffening of attitude toward Red China's border violations and territorial claims would have given a more balanced picture of the current situation.

It is well to keep in mind that the border controversy is but one facet of a broader, long-range contest between Communist China and India—a contest that may well determine whether democracy will survive in Asia. Mr. Chakravarti makes this significant point with telling effect.



—Wide World

Chou En-lai with Nehru—"a 'Mandate from Heaven' to be the Middle Kingdom of Asia."

PRODUCED 2005 BY UNZ.ORG
ELECTRONIC REPRODUCTION PROHIBITED

Saturday Review

Editor: NORMAN COUSINS
Publisher: J. R. COMINSKY
Associate Editors: HARRISON SMITH, IRVING KOLODIN, HORACE SUTTON

Associate Publisher
W. D. PATTERSON

Managing Editor
RICHARD L. TOBIN

Science Editor
JOHN LEAR

Poetry Editor
JOHN CIARDI

Education Editor
PAUL WOODRING

Production Manager
PEARL M. STEINHAUS

Book Review Editor
ROCHELLE GIRSON

General Editor
HALLOWELL BOWSER

Feature Editor
JAMES F. FIXX

Editors-at-Large
CLEVELAND AMORY
HARRISON BROWN
JOHN MASON BROWN
FRANK G. JENNINGS
JOSEPH WOOD KRUTCH
T. S. MATTHEWS
WALTER MILLIS
ELMO ROPER
JOHN STEINBECK

Contributing Editors
HOLLIS ALPERT
HENRY HEWES
GRANVILLE HICKS
ARTHUR KNIGHT
KATHARINE KUH
ROBERT LEWIS SHAYON
JOHN T. WINTERICH

Security, Freedom, and Foreign Policy

SOMETHING new has happened in the world since 1945. Unless this is clearly understood, it will be impossible to design a policy to maintain the security and freedom of the United States.

The vital interests of the United States can no longer be defended by the policies that were sound until fifteen or twenty years ago. Before 1945, the important lesson taught by history was that unarmed and dawdling nations were gobbled up by aggressive and predatory nations. Whether the arena was the Biblical lands or ancient Greece and Rome or the Far East or Western Europe or the New World, a nation was able to survive only as it was prepared to withstand the attacks of other nations.

As recently as 1914 and 1939 the free world came close to being destroyed because it was not prepared to meet the sudden onslaughts of an aggressor.

What has changed today? Not the aggressive habits of nations. These habits persist in intensified force. The danger that a powerful nation may extend its dominion is just as potent as it has ever been. Indeed, this time the entire world, and not just a single state, is vulnerable.

The problem of coping with aggression, therefore, has not changed. What has changed is that the traditional means of resisting aggression no longer works. The nature of force today is such that its very use represents defeat. That is, nuclear weapons impose a penalty just as severe as military disaster. All strategy, military or otherwise, must therefore be turned toward the defense of a nation and its vital interests without precipitating a situation in which nuclear force will be used. The failure of national policy occurs at precisely the point that the nuclear borderline is crossed.

Here we come to a perilous dilemma. A nation may be mindful of the mutually cataclysmic nature of nuclear force. Yet it does not wish the potential enemy to take advantage of this fact by undertaking aggressions that might be resisted otherwise. And so a nation feels compelled to assert it will not hesitate to engage in nuclear warfare in defense of its vital interests. Similarly, the opposing nation feels compelled to assert its own readiness to pursue its objectives without fear of nuclear consequences.

The result is that nuclear weapons, far from bringing about a change in the traditional habit of warfare, actually increase the danger of war by fortifying the ultimatum psychology and accelerating the tensions issuing therefrom.

THE modern state, therefore, lives on two conflicting planes. On one plane, it must live with the fact of war, as it has done throughout history. It must cope with all the traditional problems and threats affecting its security. On the second plane, the state must live with a totally new dimension in warfare that makes war itself obsolete as the means of defending its security or achieving its objectives. The gap between these two planes represents the vital area that needs to be charted and understood if a nation is to define a workable foreign policy.

The security and freedom of the United States, therefore, are directly tied to the need to create a workable alternative to nuclear force.

The problem seems insuperable until we realize that it can be put in a different form; namely, is there any way out of the present world anarchy? For it is the lack of law in the international arena that exposes nations to aggression, creates the basic conditions of insecurity, and makes it necessary for a nation to attempt to develop its armaments.

A world rule of law is therefore the only possible answer to the dilemma of international insecurity in an age of nuclear weapons. It is the only possible alternative to the unworkable concept of force or the means of defending a nation against predatory attack.

What kind of world organization or authority is required for the establishment and operation of a world rule of law? Certainly not a super-state. That would only serve to transfer the force to a monolithic political unit. But a federated world organization through the United Nations, with powers confined to the common security of the nations—such an organization offers substantial hope of avoiding either the slavery of submission or the suicide of nuclear war. Authority adequate to underwrite national independence, to define and carry out a program of orderly and enforceable disarmament under proper safeguards, to create and coordinate a program for development of resources, especially in those areas most in need of such development—such authority represents the legitimate functions of an organization aimed at instituting a rule of law in the world.

That is why it should be the stated and primary objective of United States foreign policy to create a world rule of law binding on all nations in those matters concerning the common security. Obviously, the articulation of such a policy will not of itself achieve the stated objective; some nations would probably oppose such a development, at least initially. Even so, the advocacy of this goal would represent a major element in our national security. It would provide a powerful forward thrust in a direction consistent with the common safety of the world's peoples. It would put the United States in a position of ideological leadership. It would create a whole new context for the world debate with the Soviet Union. It would focus attention on an American plan for a safe and sane planet. All other goals are secondary.

—N.C.

PRODUCED 2005 BY UNZ.ORG
ELECTRONIC REPRODUCTION PROHIBITED

LETTERS TO THE EDITOR

BLAST-OFF AT CAPE CIARDI

In Philadelphia, perhaps nearly everybody reads the *Bulletin*. On our campus, although it is not definitely known whether any of the plethora of deans reads a book, it is manifest that nearly everybody reads *Saturday Review*. One day after receipt of the March 24 issue, it was difficult to find a cynical, full chicken-professor, or even a new-minted instructor, who wasn't familiar with John Ciardi's Manner of Speaking column entitled "To the Damnation of Deans (A Prejudice)." It is possibly true that faculty responsibility has been abdicated to the point of no return, but ex-Professor Ciardi's provoking comments constituted a good healthy shot in the arm nonetheless.

R. K. Godfrey,
Florida State University.
Tallahassee, Fla.

After religiously skipping John Ciardi for weeks (to keep my blood pressure down) I was trapped by the article on deans. Teachers have indeed abdicated, and the longer I am in "the business," as certain elderly deans in my school call it, the more hopelessly helpless teachers seem. Naturally the deans do all they can to encourage the conditions. In this area we need more boat-rockers.

John Tuttle.
New York, N.Y.

Routine blast-offs from Cape Ciardi are highly entertaining, yet one can wonder if the iconoclastic missile on deans landed precisely on target or devastated a sufficiently large area.

Why zero in on deans? Is their deplored ignorance any more critical than that of almost every other type of administrator at every level in the field of education? Moreover, should we expect anything better in institutions depending for their existence on the largesse of the even more ignorant in an anti-intellectual society?

James A. Wilson.
Goshen, Ind.

John Ciardi's superb column should be reprinted at least once a year as the leading article in *SR*'s Education Supplement, so it could penetrate right down to the rotten core of our educational system. By changing the word "dean" to "superintendent" it applies throughout the public school system.

Mary T. Reed.
Seattle, Wash.

Usually I like John Ciardi's comments, but I did not care for his uncharacteristically waspish "To the Damnation of Deans."

I am a graduate of the Stanford School of Education. I work in the director's office at our college, and live with a faculty friend. I think I have been in an excellent position to view all sides, and can say with authority that the problem of ideal college administration goes far deeper than Mr. Ciardi's article suggests.

Evelyn Shaw,
San Diego City College.
San Diego, Calif.

I appreciated John Ciardi's "To the Damnation of Deans" so much that I immediately passed it around in my department with highest marks.

But now I have misgivings. It's easy enough for Mr. Ciardi (and me) to damn the arrogant incompetence of deans and the sheepish timidity of professors *now*. But what about a dozen or so years ago, when we were not full-chicken professors and our outside income was not so large? I had even blacker thoughts on the subject then, and I suspect Mr. Ciardi did too. I confess, however, that I did not express them on the platform, in the press, or even in letters to deans.

If Mr. Ciardi did so express himself *then*, I humbly apologize, and nominate him America's noblest retired full-chicken professor.

Irving McKee,
Sacramento State College.
Sacramento, Calif.

Loads of odes to John Ciardi for his luscious "To the Damnation of Deans." I savored it passionately. But presently I will become a dean, having sung along as a humble prof these past six years. Would Mr. Ciardi now have me take a course in filing procedures or shorthand to insure my making an effective "clerical servant" of the faculty? Good grief!

James T. Mehorter,
University of Vermont.
Burlington, Vt.

You could be right.

Robert D. Wold,
Dean of Students,
Greensboro College.
Greensboro, N.C.

"I keep telling them we're on fire, and they keep laughing."

WOMEN AND THE WORLD

Many thanks to Lenore Marshall for her refreshing "To Crack the East-West Cliché" [*SR*, Mar. 24]. I am weary of the newspaper and magazine articles that do nothing but criticize the Soviet Union.

This article was, I think, honest. Perhaps it is women who will be bringing peace to the world. Thank you for letting her write the article, and please let her keep writing for *SR*.

Ann Markin.
Lincolnwood, Ill.

WRITE-IN VOTE

An Oscar to Arthur Knight for his "The Academy Does It Again" [*SR*, Mar. 24]. Never have we read so well expressed a condemnation of the biggest fraud Hollywood has to offer.

Frances and James Livingston,
University of Louisville.
Louisville, Ky.

PRODUCED 2005 BY UNZ.ORG
ELECTRONIC REPRODUCTION PROHIBITED

IN NEW YORK'S
THEATRES

"THE BEST PLAY YOU'LL ENCOUNTER ALL YEAR." —*New Yorker*
PAUL SCOFIELD
THOMAS GOMEZ
GEORGE ROSE
A MAN FOR ALL SEASONS
a new play also starring
ALBERT DEKKER
ANTA THEATRE, 52 St. W. of B'y. Cir 6-6270
Eves. at 8:30; Mats. Wed. 2:00 & Sat. 2:30

"A FINE, MOVING . . . ARRESTING & TIMELY PLAY" —*Taubman, Times*
ERIC PORTMAN
GLADYS COOPER
ZIA MOHYEDDIN
In Broadway's Newest Hit
A PASSAGE TO INDIA
also starring ANNE MEACHAM
by Santha Rama Rau
from the novel by E. M. Forster
AMBASSADOR, W. 49 St. Mats. Wed. & Sat. CO 5-1855

"MAGNIFICENT!"—*Chapman, News*
JULIE ANDREWS
WILLIAM SQUIRE
CAMELOT
Co-starring and
ROBERT COOTE
ROBERT GOULET
MAJESTIC THEATRE, 44 St. W. of B'way
Eves at 8:35; Mats. Wed. 2:00 & Sat. 2:35

"RICHARD RODGERS IS A MAGICIAN OF THE MUSICAL THEATRE!" — Taubman, Times
NO STRINGS
New Musical Hit Starring
RICHARD KILEY
DIAHANN CARROLL
Music and Lyrics by
RICHARD RODGERS
Book by SAMUEL TAYLOR
54th ST. THEA., 54 St. E. of B'y. JU 6-3787
Eves. 8:30: Mats. Wed. 2:00 & Sat. 2:30

"A GREAT PLAY!" —McClain, Jour. Amer.
MARGARET LEIGHTON
SHELLEY WINTERS
ALAN WEBB
THE NIGHT OF THE IGUANA
by TENNESSEE WILLIAMS
with PATRICK O'NEAL
ROYALE THEATRE, 45 St. West of B'way
Eves. 8:35. Mats. Wed. 2:00, Sat. 2:35 Sharp

A Service
For SR Readers

A complete monthly schedule of plays, films and musical and sports events in New York is now available for readers of Saturday Review.

Address request to
Readers' Service Division,
Saturday Review,
25 West 45th Street
New York 36, N.Y.

BROADWAY POSTSCRIPT

With Really Trying

THIS season's best musical, "How to Succeed in Business Without Really Trying," exposes the cruel realities of American big business with such overwhelmingly comic artifices that the audience actually roots for its opportunistic and ruthless central character, hoping he'll triumph over his more ethical co-workers and the system to which they belong.

Now a second musical that deals with a recognition of the unpleasant realities of American business operation has emerged. Based on the 1937 novel, **"I Can Get It for You Wholesale"** follows the rise of a J. Pierrepont Finch of the cloak-and-suit trade in the Thirties. He is Harry Bogen, a vicious, self-centered young man who sees that there are only two kinds of people in the world, the rich somebodies and the poor nobodies. He faces this overriding truth fanatically, and we see him climbing over his co-workers not by charm or by imagination, but by nerve and calculated unscrupulousness. He begins by setting up a fink service to take advantage of a delivery strike, and moves ahead to his own dress business by exploiting the sentimental weaknesses of his more talented associates. The monstrousness of Harry Bogen is presented as unmitigatedly and as long as possible by writer Jerome Weidman in his adaptation of his own novel. However, both Mr. Weidman and Harold Rome, who wrote the music and lyrics, have balanced this horror with the warmth of Jewish family life and with flashes of the humorous side of the garment industry. And while Mr. Weidman has softened his portrait by allowing Harry ultimately to mend his ways to some extent, he has kept in this "happy" ending a suggestion that a society which rewards aggressiveness, dishonesty, and inhumanity must breed Harry Bogens, because no highly competitive business can succeed without tough hatchet men to do its hard bargaining and carry out its shady manipulations.

Given such unusually real characters and events, the musicalized scenes are content to serve the story and here and there to be modestly entertaining. Against Will Stevens Armstrong's painted settings, which appear to be blow-ups of some faded and ink-stained rotogravure clippings, the show achieves a number of moderately memorable moments. In a song called "Momma, Momma, Momma," choreographer Herbert Ross stages a vital sequence of danced onslaughts by Harry on his mother, whom he keeps cajoling with furs, hats, and coats. The tantalizing and pretty Sheree North bites off some sharp dialogue as she lets the rapacious Harry know her price. As Ruthie, the marriage-minded girl next door, Marilyn Cooper sings a touching lament called "Who Knows?" Ken Leroy and Bambi Linn perform a catchy duet with "Have I Told You Lately?" And stealing the show is newcomer Barbra Streisand as Miss Marmelstein, the appealingly grotesque secretary who can handle several emergencies simultaneously with one headlong dive through and around her sluggish superiors.

The show's best production number is Arthur Laurents's staging of a fashion show, in which we see the hilarious contrast between a backstage where models are frantically changing costumes, and the coolly formal parade out front. Later in the evening, Lillian Roth, who plays Harry's mother, comes through with a savage and moving scene in which she urges her son to "eat a little something" in between her

presentation of the unappetizing truth she is driving home to him. And throughout the show, Elliott Gould keeps sentimentality out of his frightening portrait of Harry.

Despite this deserved praise, there is something dsappointing about "I Can Get It for You Wholesale." Does its dogged fidelity to lifelikeness prevent it from soaring higher into either art or entertainment? Should it have committed itself to becoming something more extreme? As it stands, it is never as bitter as "The Threepenny Opera," as satirical as "How to Succeed," as romantic as "Pal Joey," or as joyous and melodic as "The Pajama Game." However, it bears some resemblance to these superior musicals in its underlying tough-mindedness. Furthermore, it sticks to one story and leaves us with something to think about. It is a show *about* but not necessarily *for* visiting buyers. —HENRY HEWES.

PRODUCED 2005 BY UNZ.ORG
ELECTRONIC REPRODUCTION PROHIBITED

MUSIC TO MY EARS

Price as Tosca—Bernstein's Bruckner—Perlea

LEONTYNE PRICE made a double success of her return to the Metropolitan, after a respite of some weeks induced by what might be called "battle fatigue," by combining it with her first performance here of Floria Tosca. Some might recollect a prior venture (in 1955) on NBC-TV as technically "here" as well as nationwide. But that was not only a different Miss Price—that was also a different (English) Miss Floria.

What she now has to offer, in the first instance, is a vibrant, range-spanning version of Puccini's vocal line, which meets and masters its requirements of volume and quality from bottom to top. There is no need, at any time, to measure her success by what she might do with this challenge or that, for the kind of fully controlled "Vissi d'arte" she sang at the end of Act II was implicit in the strongly centered sound she commanded from the start of Act I.

So far vocal power is dominant, rather than being an intimate partner of characterization. Physically, Miss Price made credible Scarpia's observation "Voi calcate le scene," which means that she has the visual as well as the vocal elements to realize a fully rounded characterization. At the moment, however, the strokes are broad and approximate, lacking the full contrast, color, and detail that can come with more shading of words and gesture. There was an indication of the wanted bantering tone in her questioning interchange with Cavaradossi in Act I, but also a good deal of train-kicking and scarf-fidgeting induced by the costume she wore. Its colors were becoming (dark and lighter shades of green) but it seemed a bit formidable for promenading (and church visiting) of a June morning. Similarly, in Act II, Miss Price made the many moves to achieve her sanguine purpose with good evidence of forethought, but it will take some repetition to give them freedom and, above all, conviction. No doubt, however: Miss Price can be a fine Tosca. She is, already, a good one.

The performance, and its center of attention, received the strongest support from Richard Tucker's powerful, finely modulated Cavaradossi (his best to date) and the purposeful, sometimes impulsive conducting of Kurt Adler. But what of Cornell MacNeil's Scarpia? Here is a singer with the volume and quality of voice to dominate the stage, but who settles, for lack of dramatic imagination, for a status "among those present." He should, to begin with, draw something of character and personality into his facial makeup, and he should work at speaking the text (without singing it) to get something of its malicious detail into his voice. A large audience (non-subscription) voted "Aye" for everybody.

Leonard Bernstein returned to conduct the final weeks of the New York Philharmonic's final season in Carnegie Hall with one of his most satisfactory programs as its music director. It put a parenthesis around 100 years of symphonic speculation, with the enticing, too-little-played Haydn No. 83 ("La Poule") of the 1780s at one end and the Bruckner No. 9 of the 1890s at the other. Between, as well as an intermission, there was the taste-brightening aural aperitif of the late Wallingford Riegger's "Study in Sonority" for violins.

What is more, he had the musical discourse of the two major works (as well as the relatively minor one) under substantial control all the way. This was uncommonly satisfying Haydn, woven out of a compact bundle of instrumental strands, numerous enough for the hall but not too many for the score. Haydn's high spirits and his warmth (and an occasional sharply accentuated contrast) are all qualities to which Bernstein responds in kind, to which his mind is inclined, his spirit attuned.

For his Bruckner, Bernstein invoked the memory of the late Bruno Walter, whose performances of 1957 were the last to be given by this orchestra. Invoked, that is, if not evoked. For with all his devotion to the best interests of the work, Bernstein's sense of the suitable—in volume and quality of sound—is polar to that of his great predecessor. Which is, after all, as it should be, if he is to arrive at something handmade, form-fitting, becoming to his own spiritual physique. Passion it had, of the curiously eruptive Brucknerian sort, as well as amplitude of feeling and richness of thought.

For this non-Brucknerian, the Ninth is in many ways the most generally satisfactory of all, for it mates his familiar prodigality of idea with a subtlety of instrumental means and a definition of formal purpose he rarely sustained elsewhere through a whole work. To be sure, this is not a "whole" in a conventional sense, for death came to Bruckner before he could write the finale. But one wonders if there wasn't an Infinite critic who decreed that this work was then as much finished as Schubert's "Unfinished."

Through the hour-long progress of the three movements Bernstein trod a well-graphed grid of sonorous values, achieving the organ-rich sonorities the composer cherished without confusing tone with noise. A few details remain for reconsideration and adjustment, such as the counter-theme of movement one (most often in the cellos) which was somewhat overrun by its wind embellishments. Too, the pulsating tympani ostinato of the scherzo was invested with an offbeat "bridge" accent not in the score: the long slow movement died a little, three-quarters of the way through. But the competence of the whole attested a fundamental verity of Bernstein's functioning: as with his "Missa," the bigger the challenge, the more engaged his total resources.

WITH conductors of quality at a premium, it is more than an irony that the only place in New York to hear one of the special quality of Jonel Perlea is in the Hubbard Auditorium of the Manhattan School of Music, conducting its student orchestra. There would, necessarily, be a why to this wherefore—a stroke suffered several years ago which deprived Perlea of the use of his right arm.

If there is any greater challenge for a conductor with two good arms than making music of quality with a group of students, it would be to do it with one. But the performance of Cherubini's "Anacreon" Overture and the orchestral portion of Mozart's E flat (K.482) Piano Concerto had shape, dynamic definition, even good pitch, all attesting to the capacity of the conductor's ear and his enduring ability to use it in rehearsal. His pianist, young Nelly Kokinos, showed the good influence of her mentor, Robert Goldsand. Perlea's confidence in his players also extended to the Fifth Symphony of Bruckner, which I did not hear.

Recitalists of the week included tenor Ernst Häfliger, whose Town Hall performances of Schumann's "Dichterliebe" (with Paul Ulanowsky, piano) and Janacek's "The Diary of One Who Vanished" (with, also, Kay Griffel, mezzo) were musically informed if a little restrained emotionally, and pianist Ann Schein, whose first Carnegie Hall recital affirmed many good things remarked of her records in these pages.

—IRVING KOLODIN.

PRODUCED 2005 BY UNZ.ORG
ELECTRONIC REPRODUCTION PROHIBITED

MID-MONTH RECORDINGS

American Bards in Their Own Voices

By WALTER STARKIE

THE series of recordings of Twentieth Century Poets recording their own poems, lately issued by the Library of Congress, is a fascinating symposium linking today's Parnassians to those of yesteryear, and we may listen to those voices, which seem to answer one another in strophe and antistrophe, as if they were characters in a Greek drama. Straightway our mind flies off in quest of their disembodied spirits and tries to recapture the day on which our eyes as well as our ears were captivated by those presences.

Take Stephen Vincent Benét, for instance, who reads at the outset his "Ballad of William Sycamore." What memories that poem recalls of an evening in New York in 1929, in the home of Henry Seidel Canby, then editor of *Saturday Review of Literature*, when the young poet stood before us pulsating with energy, with head thrown back and chanted like a Cantefable:

> The hunter's whistle hummed in my ear
> As the city-men tried to move me,
> And I died in my boots like a pioneer
> With the whole wide sky above me.

From the rough ballad rose the American epic of "John Brown's Body," which the author modestly called a cyclorama. We that year were on our first visit to the United States from Dublin, where W. B. Yeats still carried on his passionate crusade among his fellow writers, begging them to become ascetics, and to write no word which was not living speech. And as we wandered up and down the United States in the following years we heard young students recite that ballad, and the "Death of Stonewall Jackson," and "The Opening of Gettysburg," and a decade later, when the world stood poised at Munich we remember hearing Americans recite "Litany for Dictatorships," and we realized that Stephen Vincent Benét had expressed the thoughts of a newly awakened America in the lines:

> Now the night rolls back in the West and the night is solid.
> Our fathers and ourselves sowed dragon's teeth.
> Our children know and suffer the armed men.

With changing times the new note appears in British as well as American poets, as had been suggested by Edmund Wilson in his deeply significant book "Axel's Castle," with its studies of Yeats, Joyce, and Eliot, dwellers in their ivory towers. The title was taken from *Axel*, the symbolic drama of the Grand Master Villiers de l'Isle-Adam, which Yeats considered his "sacred book" and used often to quote the Grand Master's dictum: "As for living, our servants will do that for us."

We next turn to Edwin Muir, who died in England recently, a native of one of the tiny Orkney Islands—a place, Muir said, where there was no great distinction between the ordinary and the fabulous, and the lives of living men turned into legend. Muir's dreams have led him to poetry, and even in old age in his poems his visionary nature evoked the weird animals he had seen on his father's farm, or the lumbering horses in the steady plough, "their hooves like pistons in an ancient mill." But Muir the dreamer dwelt in no ivory tower, for in Glasgow he was a Displaced Person, and after religious conversion he became a socialist, and then in his late twenties a Nietzschean. He too with all his dreams was cast into the maelstrom of persecuted humanity, when he was sent to Czechoslovakia, and saw a whole people lost by one of the cruel turns of history, and exiled from themselves in the heart of their own country. But Muir does not describe in his poems the harrowing scenes he witnessed, but rather the deep inner melancholy which he felt in moments of meditation, when he would repeat the line written by his dearest friend, John Holms:

> A deep despair hath humanized my soul.

Muir, like his friend, had the quality which Joubert attributes to Plato's mind: you could live in it, walk about in it, take your ease in it. And Muir too had enormous reserves of patience, for patience is the ultimate proof of strength and consciousness of strength. All his shy intensity and dreaminess appears in his two best poems, "Adam's Dream" and "One Foot in Eden," which he reads in his clipped Orkney accent. We feel that as he was writing those poems he was forever conscious of the ghostly presence of his beloved friend. "All at once dreaming of half-remembering, 'this is true,' thought Adam in his dream." When we remember how Bernard Shaw in his old age used to declare to us sadly that he regretted having opened the bottle and released his demon personality G.B.S. upon the world, it is significant that Muir, and many poets of today, distrust personalities. A personality, Muir considered, was too obviously the result of a collaboration between its owner and time, too clearly made, and no matter how fascinating or skilful the workmanship may be, it ultimately bores us. "The supreme height of individual self-expression and union with the universe, are one." If the soul is immortal and the personality is not, obviously our real task, so he thought, is not to cultivate but to get rid of personality.

If Edwin Muir, the dreamer, discovered in Italy that Christ had walked on earth, in John Ciardi's poetry we feel the earthliness of the rich soil of South Italy, and a line in "Elegy" recalls a chat we once had with a Calabrian husbandman who was busily digging a plot of ground near Rossano. Pausing in his work he picked up a piece of earth and putting it to his nose he sniffed it and exclaimed: *"questa è buona terra: terra di Dio!"* As writers have said, the people of Italy renews itself periodically as plants do from spring to spring, and its basic character is unequivocally primitive. As this Italian-American poet sings in his moving tribute to his father:

> I have done nothing as perfect as I have dreamed him
> From old-wives tales and the running of my blood.

There is all the glowing poetry of the earth in the companion poem "Three Views of a Mother." The poet sees her in the garden loam-knuckled in spring urging the onions and roses up. Her hands

> Talk to the shoots in whispers, or in anger
> They rip a weed away between thumb and fist.

We feel that all poetry and the dance come to birth in this intimate union with the earth and Dionysus, the god of wine, death, and resurrection:

> We washed our feet and danced like goats in the grape vats.
> The wine came up like blood between our toes.

We feel all through these poems and the war poem "On Looking East to the

PRODUCED 2005 BY UNZ.ORG
ELECTRONIC REPRODUCTION PROHIBITED

Sea" that Ciardi, in addition to his Italian qualities, possesses the temperament of the pioneer American. He is the complete negation of the Italian romantic and avoids rhetoric like the plague. For this reason he has been so eminently successful as a translator of Dante's "Inferno." By his use of the direct style and everyday words he has conveyed the poignancy as well as the power of the original. Characteristic of this poet's "stile grottesco" is the "Elegy for G. B. Shaw," certainly the most effective *in memoriam* that yet has been written on our Molière of the twentieth century, and one that would make the old iconoclast chuckle with satisfaction if he heard it in the Elysian Shades, as he saunters with Socrates and Rabelais along the avenues of asphodel. The crazy Irishman, as Ciardi calls him, "who wiped his nose on the flags we die for," owes a belated tribute to "England this England" because in the years of her *Via Crucis* after 1914 she did not follow the example of the ancient Athenians and make him drink the hemlock: but his sense of humor or prophetic intuition sensed the future, when, as John Ciardi says, we all must pray:

> That he be born again, anarch and rare
> The race we are not in the race we are.

John Ciardi's clear resonant bass voice is an admirable medium: it is, as the Italians would say, the voice of a *burbero benefico* and it is a pedal bass emphasizing these striking poems. What a contrast to the delicate high-pitched voice of W. D. Snodgrass, who is John Ciardi's disc-partner in the symposium: but such tones are suited to the macabre poem "The Operation."

John Peale Bishop and Max Bodenheim belong to the generation of Stephen Vincent Benét and we remember them in the group of Archibald MacLeish and other innovators of those days. The former sprang from those English sailors of fortune who came Westward to New England, and whose stranded keels were sure in the sand. But gone are the hopes, the poem says, of the native who returns to the land of his fathers without their courage, without their hope. His pessimistic spirit reminds us of Eugene O'Neill's grim play "Desire Under the Elms":

> There is no sustenance in this ground
> Unless we live on bones or sweat;
> in graves the bones.

Pessimism likewise is the keynote to the poems of Max Bodenheim. "Poem to a Rose" is not addressed to Ronsard's or to Waller's fragrant blossom, nor to Yeats's "rose of battle," but to the rose with petals loose, lying beside the girl and the bottle in the gas-filled room.

> And in the blatant night-club on her knees
> An old scrubwoman picks you up and frees
> A ghost of unguessed youth pale and intent,
> Made almost real within your dying scent.

Of all the poems read by those poets in their symposium one remains to haunt me, for many a day—"The Ruined Castle of Manorbier," by Robert Hillyer, with its dream atmosphere and its rhythmic arabesque that meanders through the mind awaking distant echoes. Its mournful, evocative mood recalls that of Yeats when he was writing his play "Purgatory," and at the same time dreaming of the destruction of Coole, the home of his friend Lady Gregory, and his spiritual refuge for so many years. But Robert Hillyer can with consummate artistry play on one string as he can on four, and after giving us a *casida* on empty shells recalling the ocean's undertone and a thrush's skull found among dead leaves and threads of ice—"the sounding board of Paradise," he turns to our mechanistic age without domestics, white and black,

> Who stayed for years or hastened to repack,
> Diverse as weather, changeful as the wind.

And as last record in our symposium we have first the modernistic poems of I. A. Richards, which are aphoristic and embody some rapid vision of nature, such as the "solitary daffodil" or study instead, to soothe the mind, the yearling swifts—"these ultra-denizens of the wind."

With John Wheelock's "Dialectics of Flight" and Oscar Williams's "The Man in That Airplane" we enter the space age, but as the former says, to get off the ground has always been difficult for poet or bird, and the gray gull would never try

> To scale heaven by direct assault.
> Ascent is always oblique and casual.

In the latter's poem "The Man in That Airplane," man now flies like a lark in a place full of room to get a good look at his tomb:

> The man in that airplane once curled in his mother
> Where he couldn't move to get at his brother
> Now he flies straight in the face of his Father.

A Louisville Special

TCHEREPNIN: Piano Concerto No. 2 (Opus 26). Alexander Tcherepnin, Pianist. HONEGGER: "Suite Archaique." Louisville Orchestra, Robert Whitney conducting. Louisville LOU 615, $7.95.

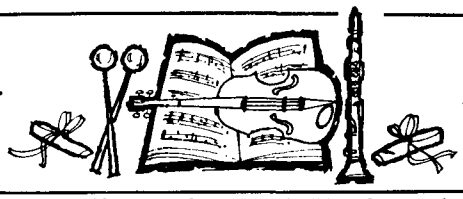
Works by two recognized masters flank a recent Louisville recording in its continuing series of contemporary works, a piano concerto by Alexander Tcherepnin and a suite by Arthur Honegger. The Honegger work, properly called "Suite Archaique," is, to Louisville's credit, a commission of theirs. The Concerto is not, although another work of Tcherepnin's, his Suite for Orchestra, was commissioned and recorded earlier in the series.

The Tcherepnin Concerto is a bright, brilliant affair. One senses immediately Tcherepnin's Russian heritage and, too, it is a fine example of his early anti-romantic leaning although it ends with a substantial amount of "sturm und drang." It is a work from his Paris period of 1922-23 and should properly be listed as Opus 26 rather than Opus 22, as the Louisville notes incorrectly indicate. The notes give no history of the Concerto, nor do they state the date of its composition, perhaps to avoid the fact that it is now approximately forty years old. But it should resound mightily to Louisville's credit, for Robert Whitney has given us a splendid work which should have been in the recorded repertory throughout the years, and Tcherepnin shows no decline in the virtuosity for which he was becoming famous when the Concerto was first produced. The work is based on a characteristic nine-step scale (twelve-toners beware!) and it is cast in a single movement. This scale variant introduced by Tcherepnin is characteristic of his work. The scale, played on a piano, would be as follows: A, B flat, C, C sharp, D, E, F, F sharp, G sharp, A, and has the major-minor triad as fundamental chord.

Honegger's "Suite Archaique," while presumably having no stated literary program, shows nonetheless strong affinity for the liturgical motivation evident in other Honegger works. Drama and liturgy have of course been forceful in his esthetic composite, and the work bristles with unlabeled imagery. The unadorned monophonic lines of Ambrosian and Gregorian chants might find kinship in Honegger's modal melodies, and the harmonic and contrapuntal underpinning and ornamentation seem as basically essential as a flying buttress or a gargoyle might to a Gothic pile. This is fine Honegger and, with its counterpart, adds up to a pleasant discovery. —OLIVER DANIEL.

PRODUCED 2005 BY UNZ.ORG
ELECTRONIC REPRODUCTION PROHIBITED

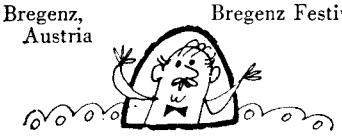
Guide to European Music Festivals 1962

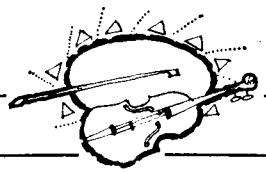
DATE	LOCATION	TITLE	DETAILS NOW AVAILABLE	INFORMATION & TICKETS
April 14-April 24	Venice, Italy	International Festival of Contemporary Music		Biglietteria, Teatro La Fenice, Venice.
April 28-June 15	Florence, Italy	May Music Festival		Teatro Comunale, 16 Corso Italia, Florence. Tel. 29 61 11
May 4-May 27	Wiesbaden, Germany	International May Festival	OPERA: New production of "Ariadne auf Naxos" (Strauss); Belgrade Opera: "Bartered Bride," "Boris Godunov"; Palermo Opera: "Otello," "Don Pasquale." BALLET; DRAMA.	State Theatre, Wiesbaden. Tel. 2 24 21
May 15-May 31	Copenhagen, Denmark	Royal Danish Ballet and Music Festival	OPERA; CONCERTS; BALLET.	National Travel Association, 5-7 Banegaardspladsen, Copenhagen.
May 11-May 27	Bordeaux, France	Festival of Music	OPERA; CONCERTS: Bordeaux Philharmonic, Lamoureux Orchestra, etc. CHAMBER MUSIC; BALLET; DRAMA: Théâtre de France (Barrault & Renaud); ART EXHIBITS.	Commissariat du Festival, 252 Faubourg St.-Honoré, Paris 8. **Tel. WAG 9728**
May 12-June 3	Prague, Czechoslovakia	International Music Festival "Prague Spring"	OPERA; CONCERTS; CHAMBER MUSIC; BALLET. Czech Philharmonic, Budapest State Symphony, etc. Casadesus, I. Oistrakh, Richter, Szeryng, Vishnevskaya, Zabaleta, et al.	"Prague Spring," House of Artists, Alesovo Nabrezi 12, Prague 1. Tel. 635-82
May 21-August 19	Glyndebourne, Great Britain	Glyndebourne Festival Opera	"Pelléas et Mélisande" (Debussy), "Marriage of Figaro," "Così fan Tutte" (Mozart), "Incoronazione di Poppea" (Monteverdi), "Ariadne auf Naxos" (Strauss), "Elisir d'Amore" (Donizetti).	Glyndebourne Box Office, 23 Baker St., London W. 1, or Lewes, Sussex.
May 23-June 7	Bergen, Norway	International Grieg Festival	CONCERTS: Daily recitals at Grieg's home. Czech Philharmonic. OPERA: "Midsummer Night's Dream" (Britten), "Otello" (Verdi), "Fidelio" (Beethoven); CHAMBER MUSIC; DRAMA; FOLKLORE.	Jon Smorsgate 11, Bergen.
May 26-June 24	Vienna, Austria	Vienna Festival Weeks	OPERA: Reopening of Theater an der Wien featuring Austrian première of Alban Berg's "Lulu"; CONCERTS: Vienna Philharmonic, Berlin Philharmonic, Concertgebouw, Suisse Romande, et al.	Österreichisches Verkehrsbüro, Friedrichstrasse 7, Vienna. Tel. 57 23 15 or 57 36 72
May-June	Venice, Italy	Spring Opera Season	Opera at La Fenice	Biglietteria, Teatro La Fenice, Venice.
June 1-July 3	Zürich, Switzerland	Zürich June Festival	OPERAS "Blackwood & Co." (Schibler—world première), "Fidelio" (Beethoven), "Orfeo" (Gluck), "Don Giovanni" (Mozart), "Freischütz" (Weber), "Prophéte" (Meyerbeer), "Rosenkavalier" (Strauss), "Mystère de la Nativité" (Martin), "Rossignol," "Histoire du Soldat," (Stravinsky), etc. CONCERTS.	Tourist Office, Hauptbahnhof, Postfach Zürich 23.
June 1-June 8	Helsinki, Finland	Sibelius Festival	CONCERTS: Sibelius Cycle, Violin Concerto. Czech Philharmonic, Cliburn, Francescatti, Arroyo, etc.	Sibelius Festival Foundation, Taivaskalliontie 17, Helsinki.
June 1-June 15	Stockholm, Sweden	Stockholm Festival	OPERA: "Don Giovanni" (Mozart), "La Traviata" (Verdi), "Midsummer Night's Dream" (Britten), "Orpheus and Euridice," "Alceste" (Gluck), "The Fire" (Haydn). CONCERTS: Czech Philharmonic, Francescatti, etc. CHAMBER MUSIC; BALLET: Prokofiev's "Stone Flower."	Stockholm Festival, Klara V. Kyrkogata 3A, Stockholm. Tel. 23 30 70
June 14-June 24	Aldeburgh, Great Britain	Festival of Music and the Arts	OPERA; CONCERTS; CHAMBER MUSIC; EXHIBITIONS.	Secretary, Festival Office, Aldeburgh, Suffolk.
June 14-June 24	Bath, Great Britain	Bath Festival	CHAMBER MUSIC; CONCERTS; JAZZ.	Festival Office, Abbey Church Yard. Tel. Bath 61 500
June 15-July 15	The Hague, Amsterdam, Scheveningen, The Netherlands	Holland Festival	OPERA; CONCERTS: Hague Residentie Orchestra, Concertgebouw Orchestra, etc. CHAMBER MUSIC; BALLET; DRAMA.	Amsterdam: Honthorststraat 10, Tel. 72 33 20 The Hague: Tel. 55 87 00
June 13-June 24	Strasbourg, France	International Music Festival	BALLET; ORATORIOS; CONCERTS: Premières of modern music. London Symphony, Radiodiffusion-Télévision Orchestra, etc. Fischer-Dieskau, et al.	Festival de Strasbourg, 24, rue de la Mésange, Strasbourg. Tel. 32 43 10

PRODUCED 2005 BY UNZ.ORG
ELECTRONIC REPRODUCTION PROHIBITED

Guide to European Music Festivals 1962

DATE	LOCATION	TITLE	DETAILS NOW AVAILABLE	INFORMATION & TICKETS
June 22-July 23	Spoleto, Italy	Festival of the Two Worlds	OPERA: "Carmen" (Bizet), "Comte d'Ory" (Rossini), "Love for Three Oranges" (Prokofiev), Requiem (Verdi). CHAMBER MUSIC.	Festival dei Due Mondi, Piazza della Libertà, Spoleto.
June 25-July 4	Granada, Spain	International Festival of Music & Dance	OPERA; CONCERTS: "La Atlántida" (Falla); RECITALS: de los Angeles, Zabaleta. CHAMBER MUSIC; BALLET.	Dirección Bellas Artes, Alcalá 34, Madrid. Tel. 21 39 17
July 9-July 31	Aix-en-Provence, France	International Music Festival	OPERA: "Abduction from the Seraglio," "Don Giovanni," "Marriage of Figaro" (Mozart), "Les Malheurs d'Orphée" (Milhaud); CONCERTS.	Festival Bureau, 3, Rue Frédéric-Mistral, Aix-en-Provence.
July 10-August 24	Dubrovnik, Yugoslavia	Festival of Music, Drama & Folklore		Dubrovnik Festival, Palmoticeva 2, Dubrovnik. Tel. 23 39
July 20-August 20	Bregenz, Austria	Bregenz Festival	OPERA & OPERETTA: "Far Away from Yucatan" (world première—Stolz), "L'Italiana in Algeri" (Rossini); CONCERTS; BALLET: "Nutcracker" (Tchaikovsky); DRAMA: Goethe, Shakespeare, Nestroy.	Austrian State Tourist Department, 444 Madison Avenue, New York, N.Y. Bregenz Festival Office, Tel. 2458
July 24-August 27	Bayreuth, Germany	Richard Wagner Festival	"Tristan" (new staging), "Tannhäuser," "Lohengrin," "Parsifal," "Ring" cycle.	Ticket Office, Bayreuth 13A, P. O. Box 2-72, Tel. 57 22
July 26-August 31	Salzburg, Austria	Salzburg Music Festival	OPERA: "Marriage of Figaro," "Così fan Tutte," "Abduction," "Idomeneo," (Mozart), "Trovatore" (Verdi), "Iphigenia in Aulis" (Gluck); BALLET: Stravinsky works.	Austrian State Tourist Department, 444 Madison Avenue, New York, N. Y. MU 8-0355
July-August	Rome and Verona, Italy	Open air opera at the Baths of Caracalla, Rome and the Verona Arena.		Teatro dell'Opera, Roma; Via G. Patucci 9, Verona.
August	Prades, France	Pablo Casals Festival		Pablo Casals Festival, Prades.
August	Gstaad, Switzerland	Yehudi Menuhin Festival		Tourist Office, Gstaad.
August 1-August 31	Santander, Spain	International Music Festival	CONCERTS; BALLET; DRAMA; ART EXHIBITIONS; CHAMBER MUSIC: I Musici; RECITALS.	Dirección del Festival, Plaza Velarde, P. O. Box 258, Santander. Tel. 22 4 25
August 1-September 15	Athens, Greece	Athens Festival	OPERA; CONCERTS; BALLET; DRAMA: Aeschylus, Sophocles, Euripides, Aristophanes.	Festival Bureau, 6 avenue Venizelos, Athens.
August 1-August 15	Menton, France	International Festival of Chamber Music		Bureau du Festival de Musique de Menton, 45 Rue la Boétie, Paris 8.
August 4-August 5	Comblain-la Tour, Belgium	Jazz Festival		Official Belgian Tourist Bureau, 589 Fifth Ave., N.Y.
August 12-September 9	Munich, Germany	Opera Festival	R. STRAUSS: "Salome," "Die Schweigsame Frau," "Arabella," "Ariadne auf Naxos," "Intermezzo," "Rosenkavalier"; MOZART: "Don Giovanni," "Entführung," "Così," "Marriage of Figaro," "Titus," "La finta giardiniera"; WAGNER: "Parsifal," "Lohengrin"; MARTIN: "Der Zaubertrank."	Opera Festival, Bayerische Staatsoper, P. O. Box 1, Munich 1. Tel. 28 7 21 or 44 14 11
August 15-September 7	Lucerne, Switzerland	International Festival of Music	CONCERTS; RECITALS. Swiss Festival Orchestra, Vienna Philharmonic, Lucerne Festival Strings; Anda, Cliburn, Richter, Fischer-Dieskau, Ludwig, Francescatti, Starker, Schneiderhan, et al.	Tourist Office, Schweizerhofquai 4, Lucerne. Tel. 041-2 52 22
August 19-September 8	Edinburgh, Scotland	Edinburgh International Festival	OPERA; CONCERTS; BALLET; Belgrade Opera and Ballet (Mussorgsky, Massenet, Prokofiev, Borodin, Bartók); Philharmonia Orchestra, London Symphony, Polish Radio Orchestra, etc. D. Oistrakh, Richter, Pears, Rostropovich, Vishnevskaya, Söderström.	Festival Office, 11 Cambridge St. Edinburgh 1. Tel. FOU 14 32





HEDY D. JELLINEK

PRODUCED 2005 BY UNZ.ORG
ELECTRONIC REPRODUCTION PROHIBITED

RECORDINGS REPORTS: JAZZ LPs

TITLE, PERSONNEL, DATA	REPORT
Benny Carter: "Further Definitions." Carter, Phil Woods, alto saxophones; Coleman Hawkins, Charles Rouse, tenor saxophones; Dick Katz, piano; John Collins, guitar; Jimmy Garrison, bass; Jo Jones, drums. Impulse A-12, $4.98; stereo, $5.98.	This excellent album's only real flaw is the recording—bad balance (bass up front and piano off in the next room) and splashes of artificial echo. Most of the music is superb. Of the four saxophonists, two—Hawkins and Carter—are older pre-bop players, and two—Woods and Rouse—are younger modernists. Carter has not played so consistently on record for some time, and Hawkins has, among other marvellous moments, a solo on "Crazy Rhythm" which should give John Coltrane followers a long, thoughtful pause. Rouse and Woods are no less impressive. The rhythm section sometimes lacks cohesion on the slower tempos (Garrison sounds awkward playing in a more traditional vein than usual) but swings with beautiful looseness on the faster ones.
Junior Cook: "Junior's Cookin'." Blue Mitchell, trumpet; Cook, tenor saxophone; Ron Matthews or Dolo Coker, piano; Gene Taylor, bass; Roy Brooks, drums. Jazzland JLP 58, $4.98; stereo 958, $5.98.	This is Horace Silver's quintet as of last December, with pianists Matthews (on four tracks) and Coker (on three tracks) substituting for Silver. Cook is a young tenor saxophonist in the currently fashionable hard school. He develops a number of attractive ideas, but his sense of time is crude and his tone relentlessly bleak. The opposite is true of Mitchell, one of the most intense and graceful of the neo-bop trumpeters. During his infrequent solos the group becomes vibrantly alive, but rarely otherwise.
Bill Evans: "Waltz for Debby." Evans, piano; Scott La Faro, bass; Paul Motian, drums. Riverside RLP 399, $4.98; stereo 9399, $5.98.	I'm of two minds about this record. On the one hand, it reflects Evans's ever-increasing preoccupation with a kind of dreamy, pastel impressionism, a use of harmony which is sophisticated but rather narrow in scope. The details can be fascinating, but the surface rarely changes. On the other hand, the musicianship is quite extraordinary, and Evans's intentions are beautifully realized. The emphasis is on ballads at slow and medium tempos. They will supply some people with deceptively easy background music, but for serious listening are best taken in small, reflective doses. The depth of sympathy between Evans and the late Scott LaFaro (this will unfortunately be among the last of *his* records to be issued) is wonderful to hear.
Milt Jackson: "Statements." Jackson, vibes; Hank Jones, piano; Paul Chambers, bass; Connie Kay, drums. Impulse A-14, $4.98; stereo, $5.98. Milt Jackson and Oscar Peterson: "Very Tall." Jackson, vibes; Peterson, piano; Ray Brown, bass; Ed Thigpen, drums. Verve V-8429, $4.98; stereo, $5.98.	It's both interesting and disappointing to hear Jackson in these two different groups with the same instrumentation as the Modern Jazz Quartet, his musical home for so many years. Neither group, understandably, plays with the soaring unity of the MJQ at its best, and neither Jones nor Peterson matches John Lewis as an accompanist to Jackson. On the other hand, the MJQ repertoire does not often permit him the kind of unrestricted improvisation he enjoys here. Both rhythm sections are very good. Jones, with his soft touch and harmonic imagination, is best on the ballads and as a soloist, whereas Peterson, playing with rare (for him) taste and discretion, is more effective as a riffing accompanist at the faster tempos. His solos, though, are strings of stock phrases. Jackson's playing is consistent throughout both albums—sweeping, blues-rich, and highly polished.
"Konitz Meets Mulligan." Lee Konitz, alto saxophone; Gerry Mulligan, baritone saxophone; Chet Baker, trumpet; Carson Smith or Joe Mondragon, bass; Larry Bunker, drums. Pacific Jazz PJ-38, $4.98.	These records were made in a Los Angeles club in 1953, at the time when what was known as "cool" jazz was at the peak of its influence. This chugging, lifeless rhythm section has dated with amazing speed, even aside from superficial questions of fashion, and Mulligan and Baker play with the same kind of rhythmic woodenness which characterized some of the earliest white Dixieland. (Mulligan has come a long way since.) Konitz's long airy lines, though thin in tonal and dynamic contrast, have a harmonic and melodic interest completely transcending their surroundings.
Tommy Ladnier: "Blues and Stomps." Ladnier, cornet; Jimmy O'Bryant or Johnny Dodds (one track only) clarinet; Lovie Austin, piano; and others. Riverside RLP 154, $4.98.	Tommy Ladnier, who died in 1939, was one of the best New Orleans cornetist-trumpeters. Like Louis Armstrong in his youth, he was a protégé and follower of King Oliver. Unfortunately his best records have long been unavailable (though he can be heard briefly in the four-LP Fletcher Henderson set on Columbia), and this album is not a particular credit to his memory. Most of the tunes are blues, made during the Twenties by an uncertain and flimsy South Side Chicago group with an incomplete rhythm section (only piano on some tunes, piano and drums on others). Four selections are vocals by Edmonia Henderson with the same musicians. The finest piece by far is "Play That Thing," made in 1923 by a different band which included the clarinetist Jimmy Noone.
"The Blues Piano Artistry of Meade Lux Lewis." Piano and celeste solos. Riverside RLP 402, $4.98; stereo 9402, $5.98.	In 1929 Meade Lux Lewis created a genuine masterpiece of blues piano, "Honky Tonk Train Blues," but very little of the rhythmic subtlety and formal ingenuity of that piece remain in his music today. His playing has cruelly degenerated into a set of reflexes, full of wrong notes and sloppy fingering. In this LP he does best on celeste (three pieces), no doubt because he plays it infrequently enough for it to remain a challenge. I can only hope the session caught him on a bad day.
Howard McGhee: "Maggie's Back in Town." McGhee, trumpet; Phineas Newborn, Jr., piano; Leroy Vinnegar, bass; Shelly Manne, drums. Contemporary 7596, $4.98; stereo, $5.98.	After a decade of nearly total silence, McGhee has recently begun recording again, and today sounds even better than he did during the Forties, when he first earned his reputation as one of the most creative trumpeters in modern jazz. Here he has a warm, golden solo on a medium-tempo blues called "Demon Chase" which could be a lesson in tone, phrasing, and balance for many younger trumpeters. Except for "Brownie Speaks," which is a bit too fast, the other pieces are nearly as good. McGhee does not waste notes. He alternates intensely lyrical phrases with rapid, flaky bop lines, and can transform even commonplace ideas by sensitive timing and expressive tone. Manne and Vinnegar are solid and intelligent; Newborn's work, though technically facile, is not of comparable interest.
Richard Twardzik: "The Last Set." Twardzik, piano; Carson Smith, bass; Peter Littman, drums. Pacific Jazz PJ-37, $4.98.	Twardzik died in 1955 at the age of twenty-four. His few records, of which these are the best, suggest that he was on his way to becoming a major modern pianist. He was already a strikingly original and thoughtful musician with strong ideas of his own. There are traces, but only traces, of Herbie Nichols and Bud Powell. Four pieces are standards, including "Bess, You Is My Woman" and "Round Midnight," and four are absorbing Twardzik originals. Chet Baker, trumpet, is heard on one of the latter. —Mait Edey.

PRODUCED 2005 BY UNZ.ORG
ELECTRONIC REPRODUCTION PROHIBITED

The Quest for Cutouts

DURING the recent winter London Records announced the deletion of almost 100 numbers, including several of the label's strong sellers. It was jarring to note the withdrawal of almost all the Argenta material, most of the Flagstad items, some "definitive" Stravinsky by Ansermet, complete Russian operas, and other interesting titles, many unduplicated elsewhere. Ordinarily, this would set off vociferous lamentation in many quarters, but a check of several record shops in major cities indicates that virtually all the recent London cutouts are still available—so abundantly, in fact, that they are being offered at prices as low as $1.88, even for stereo. Undoubtedly, some will be reissued on the low-priced Richmond label, too.

However, it is equally safe to predict that several of these splendid and unique recordings will soon become as rare as the pairing of the Nielsen flute and clarinet concerti, the Honegger "Symphonie Liturgique," or Peter Maag's elegant disc of Mozart's elaborate Serenade in D (K. 203). Of course not all the cutouts are to be equally mourned, and Ernest Ansermet, for one, has remade a number of the items by him that are listed.

In the short list of the most notable items among the London deletions, CM numbers are mono, CS numbers stereo.

ERNEST ANSERMET conducting l'Orchestre de la Suisse Romande.

DEBUSSY: "Danse" (orch. Ravel), "Jeux (poème dansé)"; DUKAS: "La Péri (poème dansé)". CS 6043.

STRAVINSKY: "Apollon Musagète" (ballet for string orchestra); "Renard" (with vocal soloists including Hugues Cuénod, and Istvan Arato, cimbalom). CM 9152 or CS 6034.

STRAVINSKY: Concerto for Piano and Winds, Capriccio for Piano and Orchestra (with Nikita Magaloff in both). CM 9150, CS 6035.

Ansermet's pre-eminence in this repertory is beyond question, and the sound on all three discs was first-rate. There are other adequate versions of the Capriccio and Concerto, but "Apollon" and "Renard" now represent glaring omissions in the Stravinsky discography. The Debussy-Dukas record not only outclassed the competition but also included Dukas's seldom-heard fanfare.

ATAULFO ARGENTA conducting La Orquesta Nacional de España.

ALBENIZ: "Ibéria" (selections, orch. Arbós); TURINA: "Danzas Fantásticas." (This disc only with Paris Conservatoire Orchestra.) CM 9082.

FALLA: Harpsichord Concerto (with Robert Veyron-Lacroix); "El Retablo de Maese Pedro" (with vocal soloists). CM 9213, CS 6028.

FALLA: "El Sombrero de tres picos" —*Suites*; TURINA: "Sinfonia sevillana." CM 9196, CS 6050.

GURIDI: "Ten Basque Melodies"; TURINA: "La Procesión del rocio," "La Oración del torero"; ALBENIZ: "Navarra" (Orch. Arbós). CM 9175, CS 6130.

HALFFTER: Sinfonietta in D. CM 9233, CS 6029.

The late Argenta's stature in this material is comparable to Ansermet's in that discussed above. The mono disc with the Paris orchestra has become a standard against which subsequent versions of its contents will inevitably be measured. Likewise the Falla pieces, no matter an occasional untidy spot in the playing. Outstanding is Argenta's uniquely subtle, insinuating way with the shadings of "La Oración," a most remarkable performance.

WILHELM BACKHAUS, piano.

HAYDN: Sonatas Nos. 34 in E minor, 48 in C, 52 in E flat; Andante con Variazioni in F minor; Fantasia in C. CS 6060.

One could hardly ask for a finer selection of Haydn's keyboard works than the five on this well-recorded disc. Backhaus

MUSIC FESTIVALS

TICKETS TRANSPORTATION ACCOMMODATIONS

Can now be arranged in ONE office, the official agency for

EUROPEAN ASSOCIATION OF MUSIC FESTIVALS

Aix-en-Provence . . Athens
Bayreuth . . Berlin . . Bescanon
Bordeaux . . Dubrovnik . . Edinburgh
Florence . . Granada . . Helsinki
Holland . . Lucerne . . Munich
Perugia . . Santander . . Stockholm
Strassbourg . . Vienna . . Wiesbaden
Zurich

Also: Bergen . . Israel . . Puerto Rico
Salzburg . . Spoleto

"FESTIVALS": A bi-monthly publication by the Association with information on programs, casts, productions

Yearly subscription: $3.00

MAYFAIR TRAVEL SERVICE, INC.

119 West 57th Street • New York 19, N.Y.
Plaza 7-5985

CARE TO LEAD A CULTURE-MAD LIFE AT EUROPE'S LEADING MUSIC FESTIVALS?

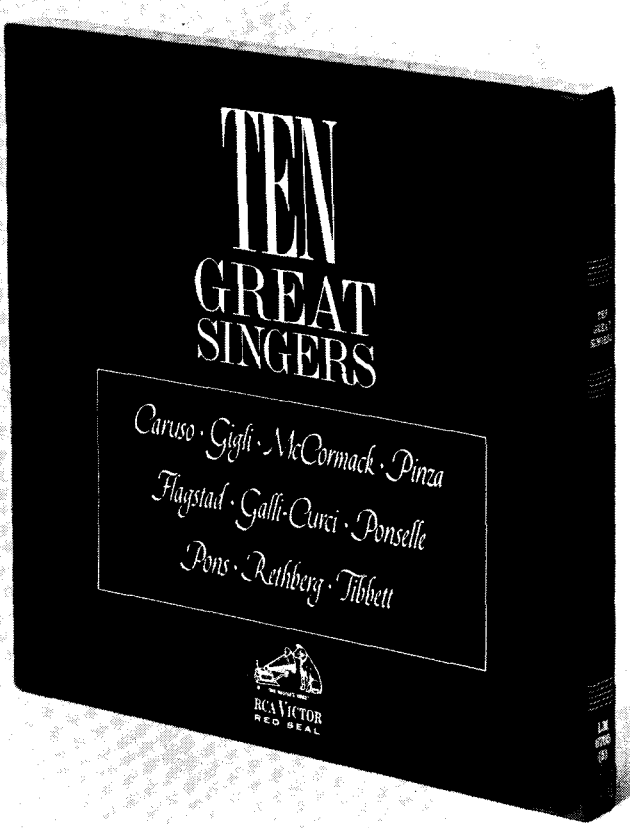
WIN EMPIRE'S ROUND-THE-WORLD MUSIC CONTEST! **Imagine ... you, and the guest of your choice, will be attending such greats as the Athens, Dubrovnik, Bregenz, Salzburg, Bayreuth and Edinburgh Festivals. You'll witness the world's finest presentations of opera, ballet, drama, symphony concerts, chamber music, and even "le jazz hot" at a Parisian cellar Club. You'll be taken on personalized tours through many world-famous cultural centers, like Rome, Paris, and Munich. Complete trip... 21 days. Transportation, rooms, meals, tickets and tours are pre-paid by creators of the Empire "Troubador"... world's most perfect record playback system.**

IF YOU'RE CULTURE-MAD AND WANT TO LIVE DARINGLY, VISIT YOUR NEAREST HI FIDELITY DEALER FOR COMPLETE ITINERARY AND ENTRY FORMS ... OR WRITE: EMPIRE TROUBADOR DEPT. ETA, GARDEN CITY, N.Y.

empire SCIENTIFIC CORP

PRODUCED 2005 BY UNZ.ORG
ELECTRONIC REPRODUCTION PROHIBITED

NEW, UNIQUE! AN HISTORIC COLLECTION



THRILLING FIVE-RECORD ALBUM...

UP TO $10.00 OFF

*...your participating dealer's regular price**

This lavish album is a treasury of the most glorious voices the world has ever known: Caruso, Flagstad, Galli-Curci, Gigli, McCormack, Pons, Ponselle, Pinza, Rethberg, Tibbett. A total of sixty-four songs and arias representing the works of over thirty of the greatest composers of all time. Only RCA Victor could bring you this historic collection of the finest recording artists. The quality of sound is truly remarkable. A thrilling experience for every music lover. Complete with beautiful sixteen-page brochure of text and illustrations. In Monaural only. This offer expires April 30, 1962.

*Check with your local dealer

RCA VICTOR TMK(S)

RCA THE MOST TRUSTED NAME IN SOUND

seems to be in a bit of a hurry in the Fantasia, but his playing of the four other works is wholly authoritative.

CARMIRELLI QUARTET.
RAVEL: Quartet in F.
PROKOFIEV: Quartet No. 2 in F, Op. 92. CM 9251, CS 6174.

This brilliant group, whose Boccherini record (LL-1454, including "La Tiranna Spagnola") has become a prime collector's item, is not represented on records at all now.

KIRSTEN FLAGSTAD
GLUCK: "Alceste" (with Raoul Jobin and other soloists, chorus and orchestra under Geraint Jones). Complete (four discs), A 4411, OSA 1403; highlights, 5566, OS 25204.
GRIEG: "Haugtussa" (eight songs), Opus 67.
SINDING: Four songs. With Edwin McArthur, piano. 5290.
GRIEG: Fourteen songs. With Edwin McArthur, piano. CM 5263.

Flagstad was rather past her international prime when she began recording for London, but "Alceste" was, as she put it herself, "the perfect role for me at this stage of my life and career." Of course, this set is more than a souvenir of Flagstad: it is a superb realization of Gluck's dramatic score, in which the orchestral contribution is no mere accompaniment. Flagstad's recording of Brahms's "Vier ernste Gesänge," also withdrawn, was somewhat less than completely successful, but the two records of Grieg listed here showed the great singer at her best.

PIERINO GAMBA conducting the London Symphony Orchestra.
ROSSINI OVERTURES ("William Tell," "La Cenerentola," "The Siege of Corinth," "Tancredi," "Il Signor Bruschino"). CM 9147.

A marvelous Rossini record. Gamba showed a genuine understanding of real Rossini style, both orchestra and engineers were with him all the way, and, except for "William Tell" (of which this may be the best recorded performance, anyway), the program is made up of relatively unfamiliar overtures, not too likely to be duplicated.

ALBERT WOLFF conducting the Paris Conservatoire Orchestra.
MASSENET: "Scènes Alsaciennes," "Scènes pittoresques." CS 6139.

Long indoctrinated in music of this species, Wolff is the ideal conductor for these flavorsome suites, full of the kind of tunes that used to be played by café orchestras. In fact, Wolff's masterly way with this material merits comparison with Beecham's transformation of similar trifles by Bizet, Chabrier, Grétry, et al. —RICHARD FREED.

PRODUCED 2005 BY UNZ.ORG
ELECTRONIC REPRODUCTION PROHIBITED

Family Ways

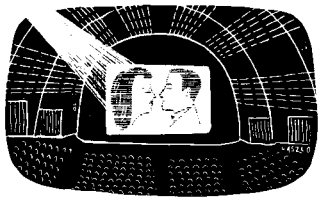
ALTHOUGH I'm not a die-hard advocate of "out of the studio and into the streets" film-making, and while some experiments in realism have seemed to me unnecessarily bleak, I am convinced that Tony Richardson, director and producer of **"A Taste of Honey,"** was absolutely right to avoid the studio and to make the picture in suitable locations and appropriately run-down English city houses. As a result, the film has turned out to be virtually the revolutionist's handbook of non-studio moviemaking. No neat, prettied-up sets, and, more important in this case, no well-known stars of the kind that are supposed to beget, automatically, $2,000,000 worth of financing. When such stars are eliminated, costs have a way of precipitously declining. Richardson was able to make "A Taste of Honey" for a few hundred thousand dollars, and he was also able to make the best English film to come along this year.

As a stage piece, the Shelagh Delaney play struck me as having its fresh, poignant moments, but seemed sketchy on the whole. As a movie, it is a full, rich work, directed with an unerring sense of rightness, realistic in its detail, which is used not only to provide a feeling of life, but to heighten emotion and meaning. The method used probably stems out of a trend that began years ago with the Ealing Studios series of films, but it has been improved upon and used more cannily and inventively by Tony Richardson. The latter began his "angry" kind of movie direction with "Look Back in Anger," but was not wholly successful either with that work or with "The Entertainer," the film that followed. As head of his own small production unit he commissioned Karel Reisz to handle the brilliant "Saturday Night and Sunday Morning," which had the effect of establishing a style, admittedly with some borrowings from the better efforts of the French New Wave. A director again with "A Taste of Honey," Richardson has proved that he knows exactly what he is doing.

He scouted the British hinterlands for an actress to play seventeen-year-old Jo, and found perfection in Rita Tushingham, a girl completely lacking in glamour, measurements, and cuteness, lacking in everything but an expressive face and the uncanny ability to capture every moody nuance of a fatherless girl stuck with a fly-by-night mother whose main goal in life is to have a good time. For Helen, the mother, he found Dora Bryan, a British comedienne who here gives a dramatic performance as impressive in its way as was that of Rachel Roberts in "Saturday Night and Sunday Morning." The sensitive schoolgirl and the giddy mother have their spats and quarrels. Helen has belated attacks of motherly conscience, but pathetically rejects her daughter if it is a matter of placating a current boyfriend. They have moments on the boardwalk at Blackpool that just about tear one apart, and not because Jo is a cliché angel of a neglected girl, but because she venemously insists on her right to be possessive.

Between these family storms, Jo forms a puppy-love friendship with a young Negro, employed as a cook on a freighter. With the mother off on an escapade, the friendship inevitably ripens into a sexual experience that leaves the girl pregnant. On her own, the girl becomes a shoe store clerk, rents a ramshackle flat, and takes in a derelict and wistful young homosexual. The boy, played by Murray Melvin, manages to be fully as touching as Jo. The two band together in a companionship that is funny, charming, and hopelessly sad, ending with the return of the mother, the boy put to flight, and those wonderful, eloquent eyes of Miss Tushingham staring into a future that is going to offer a lot less than the past. Just as worthy of praise is that excellent actor Robert Stephens, who is fantastically good as the mother's temporary husband.

Tony Richardson, who also collaborated with Miss Delaney on a fine, fluid screenplay, has a remarkable way of getting his actors to reveal themselves through all but wordless close-ups. He has used the material of the stage play and given it the wider, more satisfying range of the motion picture. Oddly enough, what looks like a long labor of love was accomplished in a minimum of time, with small crews, portable and unobtrusive film equipment, and a short supply of financing, but more important, it should be added, with a large and magnificent supply of talent. —HOLLIS ALPERT.



RADIO CITY MUSIC HALL

THE MUSIC HALL'S GREAT EASTER SHOW

ON THE SCREEN

WALT DISNEY'S

MOON PILOT

TOM TRYON · BRIAN KEITH
EDMOND O'BRIEN
DANY SAVAL

ON THE STAGE

WALT DISNEY'S fabulous

"DISNEYLAND U.S.A."

featuring "Main Street", "Frontierland", "Tomorrowland", and "Fantasyland" with the Rockettes, Corps de Ballet, Symphony Orchestra

and

"Glory of Easter"

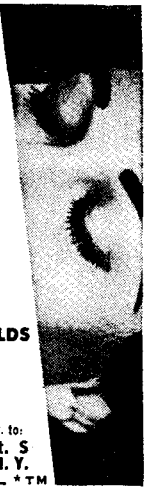
Far-famed Cathedral pageant with entire Music Hall ensemble.

Now Enjoy Restful SLEEP

SHUT OUT DISTURBING NOISES!
FLENTS* Anti-Noise EAR STOPPLES
Easy to use, comfortable. Recommended by doctors. Used by thousands for 35 years!
Trial box of 1 pr. 40¢ ppd.

SHUT OUT DISTURBING LIGHT!
FLENTS* LIGHT SHIELDS
Sleep soundly. Nap anytime, anywhere. Soft satin padding for snug fit and comfort.
Black sateen, $1.50 ppd.

At Drug or Dept. stores—or send check or M.O. to:
FLENTS PRODUCTS CO., Inc., Dept. S
103 Park Avenue, New York 17, N. Y.
*TM



Coming April 21st

SR's Annual Spring Book Survey containing:

The Critics' Poll

A Selection of Religious Books

A Literary Sampler

The Pick of the Paperbacks

And SR's suggestions for Spring reading.

PRODUCED 2005 BY UNZ.ORG
ELECTRONIC REPRODUCTION PROHIBITED

Merger Crisis

Continued from page 21

route—promptly diluting the market to the disadvantage of all.

In the case of the railroads the situation is different. Once there was classic competition, when the railroads lacked other rivals and competed with one another for local markets. Today, however, their real competition is from trucks (two-thirds of whose freight is unregulated), from airlines and barges (nine-tenths of whose freight is unregulated), so that the vast number of individual railroad companies, 620, with their duplicate tracks and other facilities, is a ridiculously unnecessary "competition." Among the railroads there is no real price competition and no service competition; *there is only redundancy.*

Another major complication hurting public transportation is the way in which irrational tax and subsidy policies affect carriers. The President has now recommended repeal of the 10 per cent federal tax on passenger transportation (except for the airlines), which milks the railroads of some $200 million annually. But the state and local tax load runs a crushing $440 million per year. Meanwhile, tax money builds highways, air facilities, and waterways to accommodate the railroads' competitors, to the tune in 1960, of, respectively, $5.4 billion, $884 million, and $1.2 billion. No single authority reviews tax and subsidy policy to see whether or not it encourages a wisely balanced transportation system.

One final complication is the matter of featherbedding. Again, its most acute form is in railroading, but it is an increasing strain for all the common carriers. The railroads claim that featherbedding costs them $500 million annually. The recent Presidential Railroad Commission report calls for eventual elimination of 40,000 firemen in Diesel locomotives, where they are unneeded—a relic of steam locomotive.

The inferences for new governmental policies should be clear. Consolidation, as the Doyle report spells out so compellingly, is essential. Experts have been recommending consolidation of the railroads into a half-dozen or so regional systems for over a quarter of a century. Mergers are only one way to consolidate, however, a time-consuming, expensive way, too, and certainly not all mergers will be deemed good. Generally speaking, mergers should be between strong and weak units, not between two strong units. Hence the Pennsylvania-New York Central and American-Eastern proposals are viewed askance. The unsolved trick is how to persuade successful, strong units to marry the weak ones. The regulatory agencies are not empowered to order such mergers.

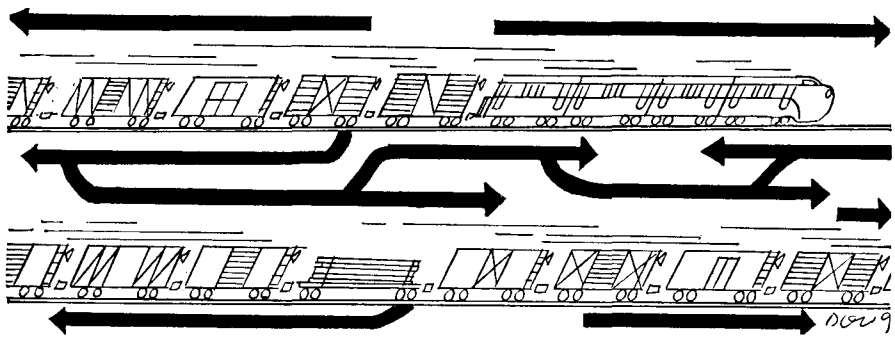
Overcapacity can also be attacked by such devices as pooling. Seven airlines, for example, have just agreed to pool spare parts for their new jets. Annual savings of several million dollars will result. This sort of thing can be considerably expanded as has been forcefully suggested by Assistant Secretary of Labor James J. Reynolds: "The area of transportation is probably the most fundamentally critical area for the country in the years ahead. It seems to me that no apparatus of the Communist party could have done a more effective job in doing injury to our transportation system than has been done by men of integrity and good will. All you have to do is look about you and see a system which is grossly wasteful of the human and physical resources of our country. It is a system largely characterized by redundancy, by lack of planning, by lack of coordination and by a high degree of self-interest."

No doubt revision of antiquated antitrust laws, conceived for conditions of railroad monopoly almost a century ago, is in order, if we are to have consolidation on the requisite scale. It will also be needed to allow the development of varied transportation services by a single company. In this scheme, a regional transportation company might offer several different kinds of service. A modest instance of this was permitted recently, with the granting to the Long Island Railroad of the right to run buses along certain sections of northeastern Long Island, thus providing a needed coordinated rail-bus service not otherwise available, trebling passenger volume, and eliminating a loss-operation train.

Further rationalization of tax and subsidy policy is essential. The Kennedy Administration already has asked for repeal of the 10 per cent federal transportation tax on railroads and buses as of July 31; reduction of the tax on airlines to 5 per cent but not till January 1, 1963; and the extension of the present two-cents-a-gallon tax on aviation gas to currently untaxed jet fuel. In addition, it calls for a two-cent tax on fuel used by inland waterway carriers. This is a complicated technical matter not to be explored here, involving the strengthening of the principle of so-called user charges.

Another kind of subsidy, subsidy for research and the development of new transport technology, is a whole story in itself. But it should be observed here that this will be an increasingly more important consideration in national transportation policy. Already the government has agreed to back the development of supersonic transport planes, a project beyond the financial resources of the aviation companies. New technology offers exciting possibilities for resolving many transportation problems. For example: high-speed trains operating on the air cushion principle; vertical take-off-and-landing planes for short-haul use in metropolitan areas; pipelines for solids like coal, wood, grains. These are possibilities that require substantial research and development financing before they can be translated into practicalities.

Finally, the question arises about governmental reorganization. Governor Nelson Rockefeller and many others have been pleading for a Federal Department of Transportation. However, experts such as Dean James Landis and Wilfred Owen of Brookings urge instead some coordinating office within the Executive Office of the President. A Department of Transportation, they contend, would intensify the problem of a transportation system that remains unrelated to national goals, and would perform as if transportation were an end in itself instead of an indispensable servant to more important ends. A coordinating authority, however, could stimulate reform of policies that now threaten the existence of the common carriers and see to it that the national transportation system is rationalized so as to further the attainment of economic growth and greater social well-being. The new wave of merger proposals, by calling attention to the underlying crisis in public transportation, will strengthen the hand of those pressing for such action. It would appear that it can't come too soon.



PRODUCED 2005 BY UNZ.ORG
ELECTRONIC REPRODUCTION PROHIBITED

BOOKED FOR TRAVEL

Our Man in the Ozone—8. The China Offshore

CHIANG'S CHINA, that 240-mile-long island called Formosa by the West and Taiwan by the East, is not at all sure whether it is a redoubt at war or an island paradise beguiling the tourists tripping about the Pacific between Hong Kong, Tokyo, and Manila. While it, albeit somewhat begrudgingly, installed a transit-without-visa policy for travelers rummaging about in other Pacific lands, entry forms, baggage, and especially currency are scrutinized very carefully at the gates. Civil Air Transport, the Republic of China's airline, known rather simply in the East as CAT, makes imaginative use of its Convair 880 flying the international island route. No doubt it is the only airplane in the world with two moon gates for bulkheads. Its hostesses are dressed in *cheong-sams,* that fetching split-skirt invention of Eastern women, decorated with a single piece of jewelry, a sinuous golden dragon. Indeed, the black and gold design of the plane's interior suggests the brilliant era of the Forbidden City. Yet the felicity which the decorations inspire is dissipated somewhat by the forms which one must fill out, not the least of which is a request for a detailed accounting of the funds on one's person. Filling in the answers and making an inventory of one's exchequer—how do you keep the amount of your solvency from becoming a public figure?—takes a good part of the scant hour that CAT's Convair requires to negotiate the 541 miles between Formosa and Hong Kong. One has the brightly colored travel folders sprouting like tulips in the seat pocket, all singing the Oriental pleasures of Taiwan, but should one register a complaint about the entry requirements, the answer is inevitably, "Remember, we are a nation at war."

Chiang's war is, of course, the war against the Communist mainland. If the showdown ever comes, it will be the last one in a lifetime of battles and wars that began in 1925 when Chiang Kai-shek, principal of a military academy, lead his cadets into battle in support of Sun Yat-sen's republican revolution. In the years that followed Chiang has fought a civil war, a Sino-Japanese war that began with incidents as early as 1928, continued through a series of humiliations, and finally broke out officially in 1937. After eight years of fighting, the respite was brief before the struggle with the Chinese Communists began, resulting in complete Communist domination of the mainland and Chiang's exile in Formosa, 100 miles away. Although it may appear incomprehensible to the casual visitor, Chiang's return to the mainland, to hear them tell it in the capital at Taipei, is certain and sure. How he will effect it with 11,000,000 people, the total population of Taiwan and its seventy-seven islands, is explained, too. There is to be a systematic infiltration, one hears, that will overthrow this giant of 679,232,000 people with 5,500,000 men under arms. When it will come, no one knows, but as one Western observer told me, "If Chiang thought he had ten more days to live, the invasion would begin tomorrow."

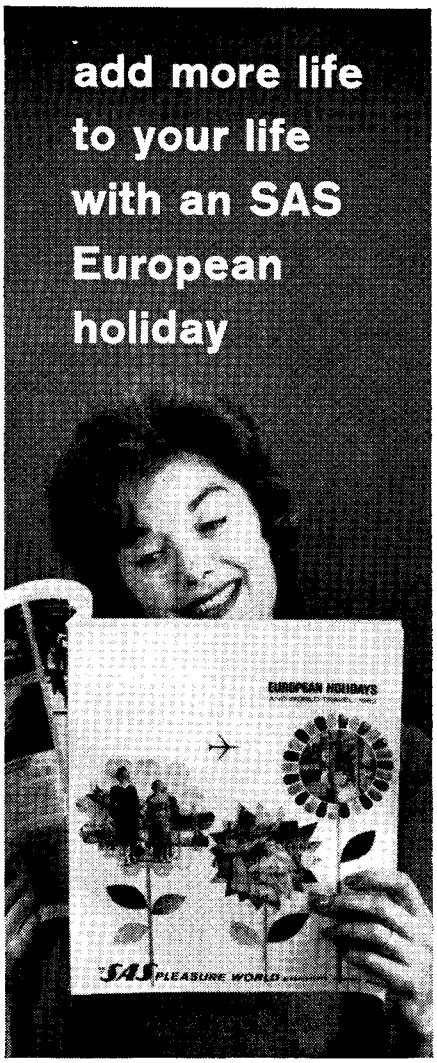
Certainly no fever of war, no frenzy of preparations, no military air hangs over the hill which is crowned by Taipei's Grand Hotel, in many ways perhaps the most splendid hostelry in all the Orient. A magnificent maze of red lacquered columns, tiled roofs, and gilded dragons entwined on dripping fountains, it is a traveler's attraction all by itself. Coffee and doughnuts are available around the clock in the Jade Phoenix section, but there is also a special kitchen for spicy Szechuen cooking and another for the cuisine of the Cantonese. Clay tennis courts, a swimming pool, and the hotel's location on the edge of the city overlooking Sword Lake make it something of a resort. Despite its brilliant decor, which makes it seem like a Chinese palace inhabited by some silk-swathed dowager empress, its history is more fanciful than its appearance. When the Japanese were in Formosa the Grand was a Shinto shrine, and on its site, by imperial decree, four gods and a human prince who died in battle were the objects of worship. Behind the shrine stood a sacred library which was elevated to the rank of a second shrine when, in 1943, Emperor Hirohito decreed that a goddess should be worshipped there. In the midst of the construction to transform the library into a proper temple, a Japanese expert in geomancy, that science of crystal gazing by means of topography or by reading the signs left by a tossed handful of dirt, announced that all was not rosy down in Sword Lake, the name given to that part of the Keelung River which bends past the hotel. The local god of the lake, the geomancy man said, was displeased because the new shrine was being built on one of his eyes. Disaster, he insisted, was imminent. Nonetheless, no one could turn back the resolute forces of progress, and, sure enough, a landslide buried some workmen, an earthquake rattled the hilltop, a summer flood drowned a number of local families, and an airplane fetching a number of Japanese officials to the opening of the shrine crashed, killing all hands. The shrine opened in October of 1944, but before another year was out Japan had surrendered, and was dispossessed from the island. Some years later the shrine became a hotel and, besides the brief tenancy of the goddess, it has since also sheltered Diem of Vietnam, Hussein of Jordan, the Shah of Iran, and Eisenhower of the United States.

—*H. S.*

Worshipper in Taiwan—plenty to pray for.

There are travelers who, having found no room at the Grand, have canceled their trips to Taiwan, and I am not one to blame them. After the Grand there is the Oriental, which opened last spring and may indeed be just a little too Oriental to satisfy Occidental tastes; and the venerable Friends of New China Club, a sort of hotel and club much favored by foreign correspondents because it is inexpensive, handy to Presidential Square, equipped with a press-room and duck pin bowling, and a low-lit and rather seedy dining room which,

PRODUCED 2005 BY UNZ.ORG
ELECTRONIC REPRODUCTION PROHIBITED



FREE Travel Guide tells all about sights, delights, tours, and up to nineteen extra cities at no extra fare with SAS

You'll want to pack and go when you read this big new SAS "Pleasure World": COLOR PAGES on the attractions of Europe by Bennett Cerf, president of Random House, Inc., and by author Edward Streeter • SHOPPING BARGAINS by TV star Arlene Francis • Tips on PACKING, CAR RENTAL • SAS EXTRA CITY BONUS • Europe on $5 a DAY • WORLDWIDE TOURS • And facts on SAS, the Scandinavian Modern way to travel. Pick up a "Pleasure World" at your SAS travel agent, or send coupon.

SAS
SCANDINAVIAN AIRLINES SYSTEM
638 Fifth Avenue, New York 20, N. Y.

SR-4-14
FREE: Send me your colorful temptatious SAS "PLEASURE WORLD."

Name_____

Address_____

City_____ State_____

My SAS travel agent is_____

on the day I stopped by, was serving boiled pork tripe, spiced gizzards, fish heads and tails, and "steamed coconuts pudding with rose sauce." It has forty-one rooms and charges $7.50 per day for quarters for two.

Presidential Square is the center of the city of Taipei, a metropolis which Chiang took over in 1950 as the interim capital of the Republic of China. Surrounding it is the President's Office, a building built by the Japanese and bordered with palms, the defense ministry, the Bank of Taiwan, the justice building, and the headquarters of American support, the U.S. Military Assistance and Advisory Group, and the U.S. International Cooperation Administration. The dull gray building down the street, now used as a governmental guest house, was built for Hirohito when he visited here as prince during the Japanese tenure. All the activity on Presidential Square comes to a stop each afternoon when the flag is lowered and a band plays the anthem. However one may be disposed to evaluate this remnant of the Republic of China, a spark of patriotism still burns for the ideals of Sun Yat-Sen that were born with such trying labor in the 1920s.

Taipei is, no matter how you slice it, a dusty, unattractive town that must be a sad place of refuge for those intellectuals, educated Chinese, bourgeoisie, and even small shopkeepers and tradesmen who knew the cosmopolitan ambiance of Shanghai. Its buildings are low against the constant threat of earthquake. It has more signs in English than San Francisco's Chinatown — among them, the Good Earth Rubber and Latex Co. Ltd., and Shanghai Simon's Barber Shop. One can take a ride down New Life Road, a boulevard of some thirty-three churches and one mosque, where the Shah, King Hussein, and the late Premier Menderes of Turkey all worshipped. The Grace Baptist Church faces Taiwan National University, where most of the faculty is Christian. There are some 40,000 Moslems in Taiwan and about 300,000 Christians.

It will take all afternoon to browse through the Chung Hwa Market, which the Americans have long since nicknamed Haggle Alley, a boulevard of antique and junk shops in the Flea Market tradition, offering all sorts of artifacts from the Orient—handsome dishes and vases, calligraphy made into brass trivets, a few jade pieces, porcelain rescued from the mainland sold for ready cash, family treasures including jewelry taken from the dead before quitting the homeland. While Hong Kong antiques are subject to considerable suspicion since they might have been peddled across the border by Red Chinese, there is precious little contact between Formosa and Chou En-lai's Communist land except the odd-day bombings of the Pescadores and the occasional exploratory flights conducted over Communist territory by probing Nationalist planes.

One of the most handsome of all shops is the antique boutique in the Grand Hotel, which has handsome pieces of pewter, Chinese porcelain in delicate designs, and an endless supply of bric-a-brac that is tempting to buy and impossible to pack in one's luggage. Taiwan's most curious product is its American books, all of which have been pirated and printed without authorization or payment of royalties, and are offered for sale at a bare fraction of their original cost. In one bookstore I found Merriam-Webster's New International Dictionary for $5.50, the Columbia Encyclopedia for $5.70, six volumes of Churchill on World War II for $8.40, and "Franny and Zooey" for forty cents. The whole Encyclopedia Britannica in leather is available for $100, and I bought a copy of "The Making of the President," complete with blue boards and cellophane wrapper, for $1. While there was no trouble getting it through customs on either end—I sort of wish it had been confiscated, for the type is legible only under a microscope—the Britannica people have raised some voluble howls, it is said out there, and sets of their encyclopedia are not permitted to be taken out of Taiwan. Still the Chiang government sanctions the wholesale theft under the unofficial pretext that the book pirates are really making the best of American reading available to Chinese students who otherwise would not be able to afford such an education.

Aside from offering the culture of other worlds at bargain prices, Free China is also striving to maintain a relation with the artistic heritage of the Chinese people. Evacuated with the Nationalists were some 240,000 old treasures from the Peiping Palace Museum and the Central Museum of Nanking. A selection of them was recently sent on a tour of the United States. Back home in Formosa they are kept in a cave vault in Taichung, three hours by train from Taipei. From time to time pieces are brought out into the daylight and placed on view in a display room adjoining the caves. This cumbersome arrangement, it is said, will be abandoned in favor of a new museum in the capital which, as the newly tourist-conscious government is beginning to realize, suffers from a rather skimpy bill-of-fare for visitors.

Some of the heritage is being fanned, too, by private persons. I rode one Sunday to the suburban villa of an artist named James Lo, who has dedicated much of his life in Formosa to copying the famed cave drawings of Tunhwang

PRODUCED 2005 BY UNZ.ORG
ELECTRONIC REPRODUCTION PROHIBITED

in northwest China. Tunhwang, a small town today, lay on the old silk road where East and West came together. Chinese merchants sold their silk to Westerners coming down from Rome and the Middle East bearing gold and silver. It was the custom in the fourth century, when the trade was at its height, for members of a caravan to engage an artist to paint a scene as an offering to insure safe return from what would certainly be a hazardous journey. The caravans coming west from Changan, the famed trading center also called Sian, would pause in Tunhwang before moving into Sinkiang Province in Chinese Turkistan and onwards to Afghanistan. From there one train would move to Persia, another might veer south to India.

Sealed and forgotten for 900 years, the caves were discovered by a Taoist priest in 1900. White Russians who stumbled into them in their retreat lived there and spoiled some of the paintings with smoke from their kitchen fires. Lo visited the caves in 1942, spent two years making color photographs of them. Now, in his studio in Taipei, he painstakingly grinds his own colors to match the original works, and slowly, on roll after roll, he is recreating the early art of old China that is now irremovably in Communist hands, unless of course Chiang or his successors make a successful bid for the mainland. The Communists have, since it suited their propaganda purposes to align themselves on the side of Culture, published their own book of reproductions of Tunhwang paintings, but comparing it with Lo's color transparencies, the Communist job is an artless botch.

One cool morning I drove up to Peitou, the hilltown spa which offers hot steam baths and small inns in a flowery setting of camellias and greenery. The flooded terraces glimmered in the early morning light, the sulphurous fumes steamed out of fissures and floated like fog through the branches of the dwarf pines. There on a hillside the Foo Hsing School of Dramatic Arts perpetuates the Chinese opera, training youngsters from the age of nine in voice, gestures, acrobatics, and costuming. At dawn each day the cadre of students climbs a hill to stand in the early light clearing throats, yelling, and singing. Later they will be found standing against a wall, one leg stretched nearly head-high, in another corner a dozen learners will be performing head stands, while student actors fight duels shod in tiny platform shoes. After seven years they are ready for the stage. This summer the Foo Hsing School will send a troupe to appear at the Seattle Fair.

Sliced almost in the middle by the Tropic of Cancer (the Hawaiian Islands and Cuba are just south of it), Formosa

LOWEST

AIR FARES TO EUROPE

Lowest fare, most care to 10 colorful countries and beyond—biggest transatlantic savings to London, Paris, Frankfurt, Hamburg or Vienna, etc., this season, every season. Three expert Icelandic stewardesses on every long-range Douglas DC-6B. And remember, thriftiest low season fares start Aug. 16!

From New York to **ICELAND • ENGLAND • SCOTLAND HOLLAND • GERMANY • NORWAY • SWEDEN DENMARK • FINLAND • LUXEMBOURG**

VISIT ICELAND, *newest tourist discovery*

ASK ANY TRAVEL AGENT

ICELANDIC AIRLINES

LOFTLEIDIR

610 Fifth Ave. (Rockefeller Center) New York 20 PL 7-8585
37 South Wabash Avenue, Chicago 3 FI 6-2341
210 Post Street, San Francisco 8 YU 2-7651

WRITE FOR FOLDER R

LOWEST FARES of any scheduled airline ANY TIME OF YEAR

**He Needs Help*

The walls of Demetrios' house in the slums of Athens are cracked. Icy winds blow right on his face while he sleeps. His blanket is threadbare. He eats one meal a day—bread dipped in oil.

Demetrios' mother has tuberculosis and is hospitalized. His father, a rag man, earns $13 a month. Demetrios does not pray for a blanket or more food. He prays to grow up quickly so that he can help his parents.

XPEIAZETAI BOHOEIA*

Through Save the Children Federation, you or your group can bring hope and help to a child like Demetrios. You will receive the photograph and story of the child you help and immediately begin a warm person-to-person relationship through an exchange of letters.

Your sponsorship may also enable the child's family and community to initiate self-help plans and provide small grants or loans to help put them into effect. Please fill in the coupon below so that a needy child in Greece, Korea, Lebanon, France, Italy, Finland, West Germany or Austria can look at the world with hope again.

Save the Children Federation, the first international, non-profit, non-sectarian welfare organization in the U. S., is registered with the U. S. State Department Advisory Committee on Voluntary Foreign Aid and is a member of the International Union for Child Welfare.

Serving Children for 30 Years

SAVE THE CHILDREN FEDERATION

Norwalk, Connecticut

I wish to contribute $150.00 annually to help a ☐ girl ☐ boy in_____ or where the need is greatest ☐. *(countries listed above)*

Enclosed is my first payment: $12.50 a month ☐ $37.50 a quarter ☐ $75 semi-annually ☐ $150 annually ☐

I cannot sponsor a child; enclosed is contribution of $_____

Name_____

Address_____

City_____ Zone_____ State_____

Contributions are income tax deductible. SR 4-14-2

PRODUCED 2005 BY UNZ.ORG
ELECTRONIC REPRODUCTION PROHIBITED

The travel-time
of a lifetime . . .

COOK'S BEST OF THE WEST

ESCORTED TOURS

Enjoy every minute of your precious vacation time in the magnificent vacationlands of the glorious West . . . California, National Parks, Canadian Rockies, Grand Canyon, Las Vegas! Pick any one of many wonderful escorted tours to fit your interest and length of vacation. Pullman, coach or air. Cook's arranges all of the details. Excellent hotels . . . comprehensive sightseeing programs in marvelous scenic regions. Tours leave every week from Chicago, June through August. Bring your camera, leave your cares! Make your reservations early just to be sure.

CHOOSE FROM 8 GREAT FAVORITES

COMPLETE TOUR TO THE WEST. California, Canadian Rockies, 7 National Parks. Pullman. Escorted.
29 days.....From $999

CALIFORNIA, Grand Canyon, Canadian Rockies & National Parks. Pullman. Escorted.
22 days.....From $698

CALIFORNIA, Las Vegas, Grand Canyon, Yosemite National Parks. Pullman or coach. Escorted.
15 days.....From $420

CALIFORNIA & CANADIAN ROCKIES, Grand Canyon, Pacific Northwest. Pullman or coach. Escorted.
15 days.....From $455

CANADIAN ROCKIES & PACIFIC NORTHWEST, Glacier & Mount Rainier National Parks. Pullman or coach. Escorted.
15 days.....From $430

YELLOWSTONE, Grand Canyon, Zion & Bryce National Parks, Colorado Springs. Pullman. Escorted.
14 days.....From $437

JASPER PARK, Banff-Lake Louise, Yellowstone & Glacier National Parks. Pullman. Escorted.
14 days.....From $560

WINGS OF THE WEST. By air. Las Vegas, National Parks, Canadian Rockies, San Francisco, Hollywood. Escorted. 11, 12, 13 or 26 days, from Las Vegas or Billings. . . . Inclusive tour fare 12 days from Las Vegas..From $265
Fares shown are round trip without tax

Send for full-color folders with detailed itineraries. For reservations see your Travel Agent.

THOS. COOK & SON
Mr. C. Hill — Cook's Building
587 Fifth Avenue, New York 17
Tel. MU 8-4000

COOK''S

is a subtropical island that grows pineapples and oranges and gets too hot in summer. Then the city people flood out of Taipei to go paddling on Green Lake and sit in the pavillions drinking tea and eating watermelon. I went one afternoon down to Wu Lai where a pocket of aboriginals still exists, and, like North American Indians and Eskimos living too close to centers of population, they have been somewhat corrupted by visitors. A so-called pushcart railway, a small cart on tracks pushed along tracks originally laid by lumbermen, will convey the explorer into a greening gorge where a cascade drops over a falls and in the tiny village called Chinloyeng the aboriginal girls will put on their bright costumes, sing the rice-pounding song, beat their drums, and dance. Their carvings look strangely like the tikis of the South Pacific, and the language spoken by their nine tribes has some link with Filipino.

Nearly 180,000 aborigines still live in Taiwan, some of them in remote mountain areas far removed from the benefits of civilization, not to mention the politics and pressures. The Taiwanese are descended from the Chinese of the mainland who emigrated from Fukien and Kwantung. Many of them speak Amoy and Hakka, and some, after the fifty-year occupation, still speak Japanese. Probably the first tourists to visit Formosa were Malayans. The first Chinese arrived in 607 A.D., starting a wave of emigration from the mainland that reached a peak in the 1500s. The Portuguese who settled in Macau in 1557 came here in 1544 calling it *Ilha Formosa,* Island the Beautiful. Some eighty years later the Dutch invaded the island. They succeeded in repulsing the Spaniards who occupied the northern section of the island for a time, but they were less successful in 1661 with General Chen Cheng-kung, known in the west as Koxinga. Half Japanese and half Chinese, Koxinga, precociously enough, made the passage from Japan to China at the age of six, unattended by anyone save the sailors. He married at seventeen, became an earl at twenty-two, a full prince at thirty-one, and at thirty-six sailed against the Dutch in Formosa. The Hollanders held on for nine months at Fort Zeelandia in Anping, ruins of

(*Continued on page* 81)

DRIVE EUROPE '62

4 EXCITING PLANS
- Open road driving trips
- Europe-wide rental system
- Open road plan "21"
- Special car purchase plan

All include membership in the Open Road Club. Choose your best driving plan. Explore the real Europe. Write for free folder by

OPEN ROAD TOURS.
407 N. 8th STREET • ST. LOUIS 1, MO.
See Your Local Travel Agent

FREE

COMPLETE FACTS AND COSTS ON CARS IN EUROPE

Auto-Europe's "ABC's of European Auto Travel" is required reading if you plan to drive in Europe. Packed with indispensable facts about renting, leasing and buying to ship home, the "ABC's" offer you the **most** information, **best** service, **greatest** possible savings. Give coupon to your Auto-Europe travel agent, or mail to:

NAME_____
ADDRESS_____
CITY_____ STATE_____
CAR(S)_____
Write Dept. 11

auto ae europe
New York, N. Y.: 25 West 58 Street, PL 2-2424
Chicago, Ill.: 153 East Ohio Street, MI 2-3211
Beverly Hills, Cal.: 268 S. Beverly Dr., BR 2-3149
San Francisco, Cal.: 233 Sansome, EX 2-7894
Seattle, Wash.: White-Henry Stuart Bldg., MA 2-3456
Toronto, Ont.: 88 Eglinton Ave. East, HU 7-0173

FREE EUROPE BY CAR CATALOGUE
SAVE ON CAR RENTAL & PURCHASE

SIMCA HILLMAN
MERCEDES JAGUAR
CITROEN PEUGEOT
RENAULT MG, VW, etc.

CAR (S)_____
Name_____
Address_____
City_____ State_____ SR-4

EUROPE BY CAR
MAIN OFFICE: One Rockefeller Plaza New York, N. Y., Tel. LT 1-3040
Chicago, Ill.: 209 So. La Salle St., RA 6-2420
Los Angeles, Cal.: 3111 W. 6th St., DU 2-6357
San Francisco, Cal.: 291 Geary St., DO 2-5937
Seattle, Wash.: 303 4th & Pike Bldg., MA 4-5357
Coral Gables, Fla.: 359 Miracle Mile, HI 8-1782
Houston, Texas: 2005 W. Gray Ave., JA 9-3911
Wash., D.C.: 1725 K St., N.W., FE 3-8030
Anchorage, Alaska: 345 Fifth Ave., BR 4-3001
Montreal, Can.: Royal Bank Bldg., UN 6-7811
Toronto, Ontario: 2 Sammon Avenue, HO 1-0231

WORLD TRAVEL ON A BUDGET—1962

Expanding horizons with ***Dittmann Tours:***
EUROPE. Grand, Coronet, Olympian 12 to 19 countries, 35-55 days ***in Europe*** **$1195 - 1595**
Pageant of Britain, all parts of The Isles in six weeks, May 25-July 3.....**$1095**

and introducing

Dittmann Global Circle — Around-the-World in sixty days, 3 departures: Spring, Summer, Fall **$2695**
Prices include trans-Atlantic and trans-Pacific passage by air or by ship. Tours expertly conducted.

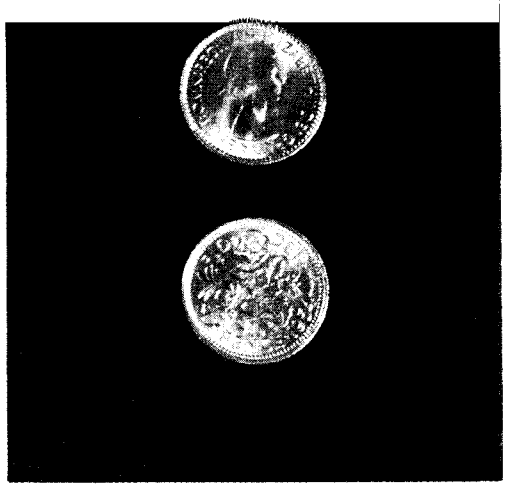
Dittmann Travel Organization
DITTMANN BUILDING— NORTHFIELD, MINN.

PRODUCED 2005 BY UNZ.ORG
ELECTRONIC REPRODUCTION PROHIBITED

Tourist's Guide to British Money

(Take it with you when you go)

A PENNY is worth about one cent in U. S. currency, but is about twice as big. Twelve English pennies make a shilling. The rate of exchange is highly favorable today. You can actually spend two grand weeks in Britain for under $200.



SIXPENCE. The silver sixpence is the equivalent of 7¢, and a delightful little coin it is. The slang word for sixpence is "tanner." Traveling by rail in Britain can cost less than 3¢ a mile. And bus travel works out at about 2¢ a mile.

SHILLING. Equal to 14¢. (Slang: a "bob.") Twenty-one shillings make a "guinea," which is so aristocratic that there isn't a coin or banknote for it at all. You can do a lot with one shilling—see the Crown Jewels, or visit Hampton Court.

FLORIN. A two-shilling piece—28¢. The first florins were minted in Queen Victoria's reign and were known as "Godless florins," due to the omission of the usual Latin initials signifying "by the Grace of God" after the Queen's name.

HALF-CROWN. Two shillings and sixpence —or 35¢. Today, for only a half-crown, you can visit almost any of 450 castles and mansions now open to the public. Stately homes like Blenheim Palace, Luton Hoo and Glamis Castle.

ONE POUND. Equivalent of $2.80. There's a bill for this—also for ten shillings. But U. S. law won't let us show either. The British slang for a pound is "quid." Call it what you like, it buys you a fine seat at the theater. *Note:* There's a Scottish shilling in our picture. It has only one lion on its crest. Can you spot it?

For free "Travellers Guide to Britain," see a travel agent or write to Box 450, British Travel Assn. In New York—680 Fifth Ave.; In Los Angeles—606 S. Hill St.; In Chicago—39 So. LaSalle St.; In Canada—90 Adelaide St. West, Toronto.

PRODUCED BY HAZ-ORE
ELECTRONIC REPRODUCTION PROHIBITED

"Crusader's Scallop." Contemporary engraving in crystal. ▶

Why a Scallop Shell inspired a world-famous trademark

In the early nineteenth century, seafaring men returning to London from the Orient brought bags full of seashells from faraway shores. Many of these shells were bought by one Marcus Samuel, who, in turn, offered them for sale in his curio shop.

The shells found quick favor with Victorian ladies as ornamentation, and the house of Marcus Samuel prospered. Soon it was importing shells from the East by the shipload.

Later, Marcus Samuel's sons broadened this trade with the Far East. In their ships . . . all bearing seashell names . . . the first bulk cargo of kerosene moved through the Suez Canal. And when a company was formed to engage in the oil business, a scallop shell was chosen as its trademark.

Marcus Samuel's sons had no way of knowing that the enterprise they founded would one day form the nucleus of the Shell Companies. But even if they *had* known, they could hardly have picked a more suitable symbol than the scallop shell.

Since antiquity the shell has symbolized the sea, the voyage and the quest. Venus, born of the sea, was identified with the shell. It was the badge of pilgrims to the shrine of apostle, St. James—and of Crusaders in their quest to the Holy Land.

In our day, as name and trademark of the Shell Companies, the shell continues to be the sign of the quest. Under this symbol, Shell men explore the most difficult places on earth to enrich the world's oil supplies. They drill in arctic wastes, deserts, even under the floors of the seas.

In laboratories the world over, Shell research people pursue the quest in their search for new and better products from petroleum—new chemicals to increase man's food supply, new plastics that can withstand tremendous heat, and, of course, finer gasolines and motor oils.

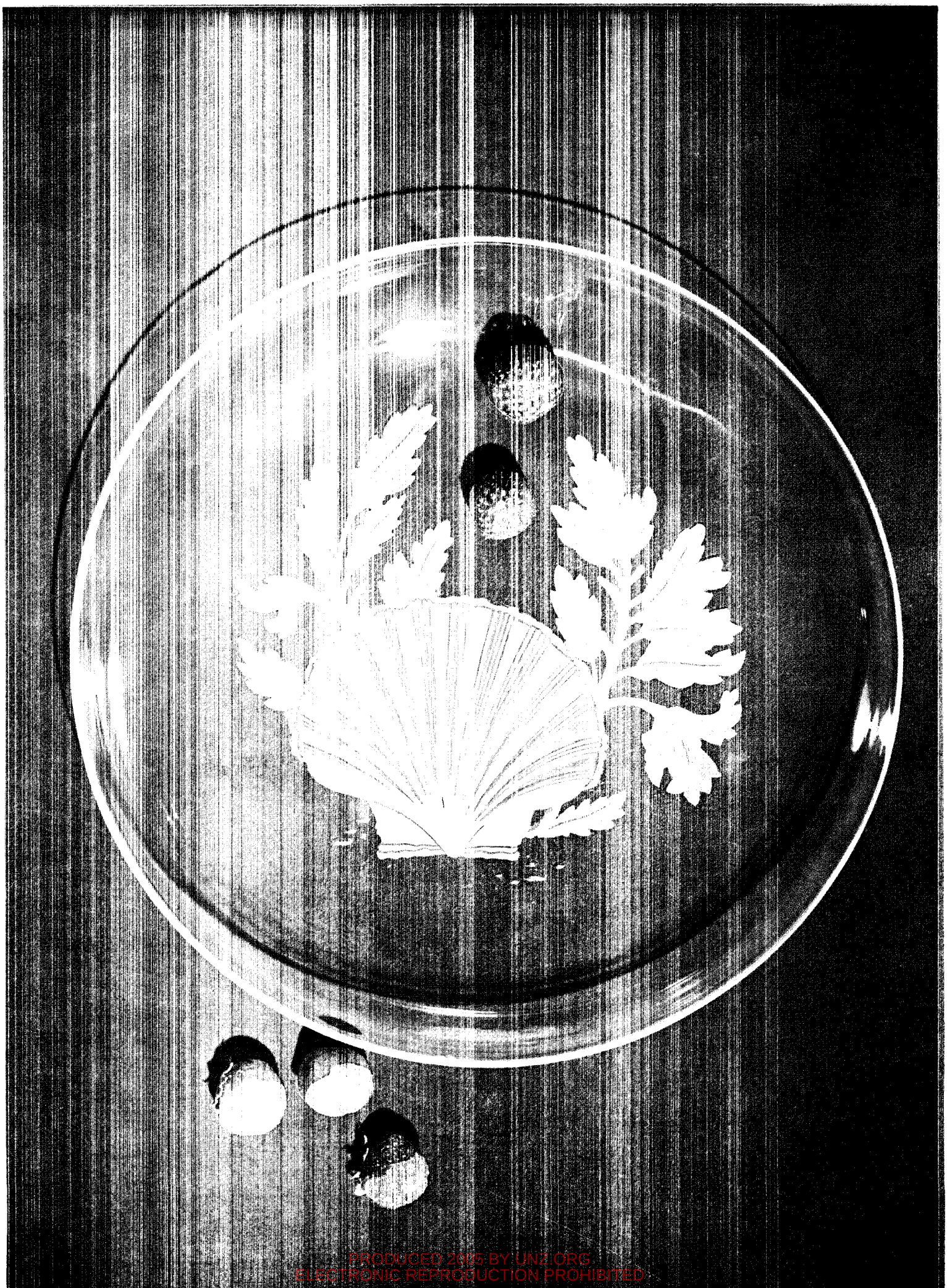
We hope the sign of Shell reminds you of the men and women who never stop asking why, who never give up the search for excellence, for new ideas, new products, new ways to serve you. *The Shell Companies: Shell Oil Company; Shell Chemical Company; Shell Pipe Line Corporation; Shell Development Company; Shell Oil Company of Canada, Ltd.*

SHELL

© SHELL OIL COMPANY, 1962

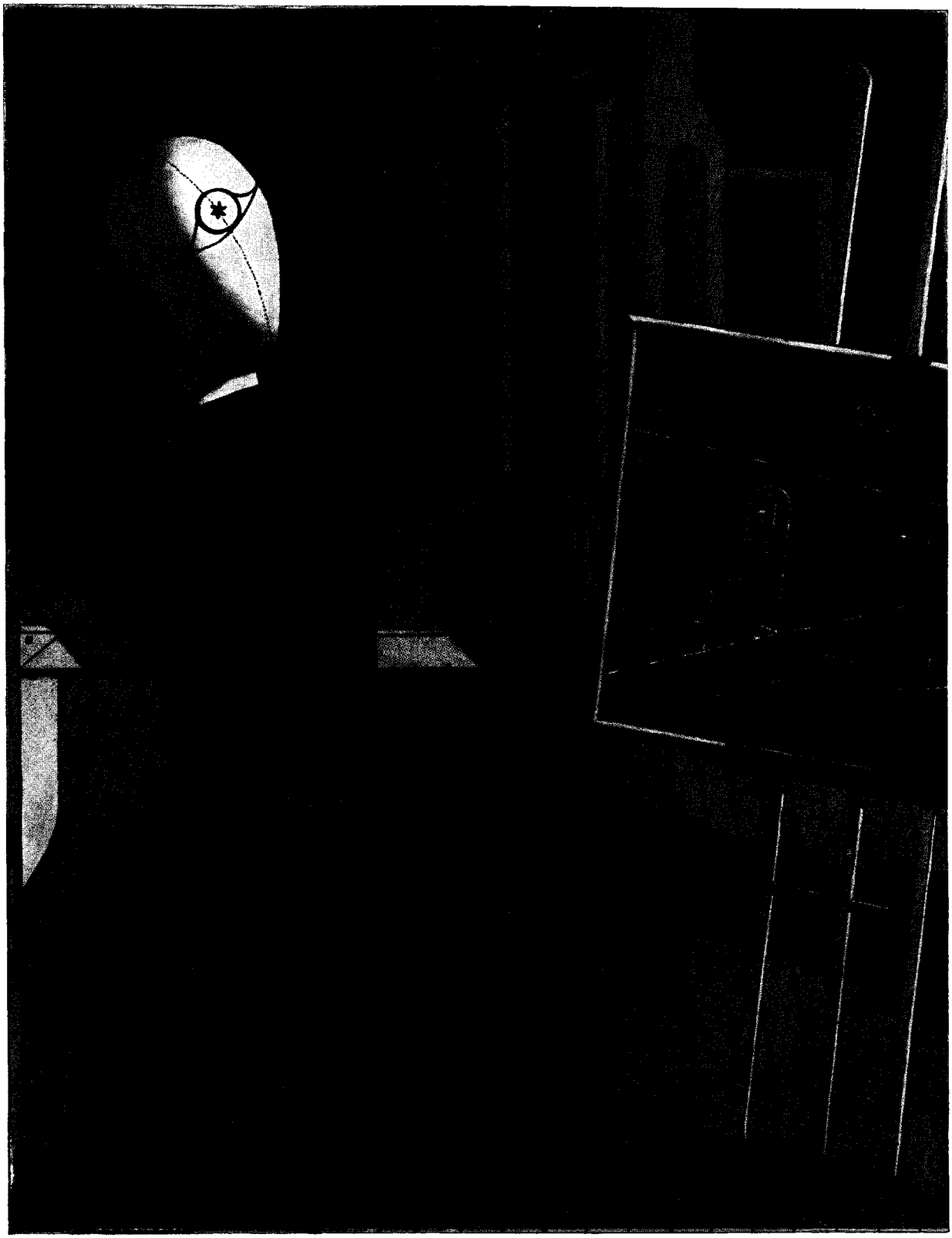
SIGN OF A BETTER FUTURE FOR YOU

PRODUCED 2005 BY UNZ.ORG
ELECTRONIC REPRODUCTION PROHIBITED



PRODUCED 2005 BY UNZ.ORG
ELECTRONIC REPRODUCTION PROHIBITED

LANDMARKS OF MODERN ART



—*Collection James Thrall Soby*

"The Seer," by Giorgio de Chirico, 1915

DE CHIRICO, Italian artist born in Greece, predicted an era when psychoanalytic terms were to become household clichés. His early work, filled with foreboding, dreamlike visions, paved the way for surrealism, which was to flourish about ten years after this picture was painted. What "The Seer" means is anybody's guess, but, enigmatic as it is, one feels an obsessive relationship between the geometric architectural drawing on the blackboard, the ominous armless mannequin, the shadow of an unseen monument and the irrational proto-Renaissance building in the rear. Color is muted and moody, perspective deliberately distorted as in a hallucination. The painting is a masterpiece of eerie understatement. —K.K.

PRODUCED 2005 BY UNZ.ORG
ELECTRONIC REPRODUCTION PROHIBITED

Age of Atomic Anxiety, Chapter I

"The New World 1939-1946," by Richard G. Hewlett and Oscar E. Anderson, Jr. *(Pennsylvania State University Press. 655 pp. $5.50), the first volume of "A History of the United States Atomic Energy Commission," details the developments that led to the bombing of Hiroshima and Nagasaki, based on data previously locked in official safes and files. Laura Fermi wrote "Atoms for the World."*

By LAURA FERMI

IN MID-JANUARY 1939 word that fission had been discovered in Nazi Germany reached the United States and perturbed a handful of nuclear physicists: they realized that fission might be the key to the large stores of energy in atoms and thus give man a new force, a determining factor in a war. Eight years later, in early January 1947, the U.S. Atomic Energy Commission held its first meeting in a borrowed office of the new War Department Building. "The New World" is an ambitious and successful history of all the developments within these dates that led to the use of two atomic bombs over Japan and of the nation's sudden awakening to the implications of the atomic age.

The published literature specifically devoted to this subject was remarkably scarce until now, and the full story had never been told. Although many sources and abundant documentary material were available to the diligent scholar, much information was still locked in safes and secret files, or stored in the memories of men. But memories fade and men die.

Concerned, the Atomic Energy Commission sought the services of two young historians, Richard G. Hewlett and Oscar E. Anderson, Jr. With the help of a staff and "no other restrictions than those imposed by national security" the pair set to work, while an advisory committee of eminent historians and scientists kept an eye on their doings. They secured access to locked safes and files, examined the monumental records of the Army, searched archives, visited sites, and interviewed many scores of men.

The result is an objective, multifaceted narrative from the vantage grounds of chiefs of government and strategists (the summit diplomacy and the Churchill-Roosevelt negotiations for interchange of atomic information are particularly interesting), as well as from the more specific perspectives of scientists and legislators.

The story of the Manhattan Project —the huge military-scientific-industrial complex that built three secret cities and vast acreages of production plants to attain the atomic bomb—is a measure of the total war effort. It cost two billion dollars, a sum that could not but weigh on the decision to use the bomb. Other factors were more essential, and the authors examine them dispassionately. The advice of scientists was sought, but in the end, "Nothing could have seemed more irrelevant to Stimson and Harrison . . . than further expositions of scientific opinion. . . . The responsible authorities had considered how best to use the bomb and had reached a decision." The brilliant description of the controversy that raged in the first year of peace over the various proposals for national and international control of atomic energy digs up the roots of our present predicaments.

Some of the protagonists are well characterized. Aging Secretary of War H. L. Stimson stands out as a wise and sensitive man who spared Kyoto the fate of Hiroshima, and who searched for solutions to the formidable dilemmas that he realized this nation would face. Vannevar Bush and J. B. Conant are "the statesmen of science," the links between the men in research and those in government, and the ambassadors of peace between the scientists and the Army. The proverbial friction between General L. R. Groves, the head of the Manhattan Project, and his intellectual wards can be felt in sentences like "No one else [but A. H. Compton, the physicist with "extraordinary prestige, infinite patience, and Christian forbearance"] could speak for the laboratory when General Groves swept into Chicago with an impatient query or abrupt request."

The plain, conversational style, however, is deceptive. Perhaps unavoidably, the scientific explanations are often insufficient. And, unless constantly alert, the reader will soon be lost in the forest of technical and historical facts, in the plethora of code and proper names. (The official status of the authors may have caused "no restrictions" but it certainly imposed the burden of giving credit where credit is due.) As always in science reporting, the role of the experimentalists is highlighted, that of the theoreticians is not stressed.

Although drama and suspense are

Your Literary I. Q.

Conducted by John T. Winterich

LETTER DROP

Change one letter in each of the words defined in the first column, Cora Morton of Cincinnati, Ohio, tells us, and you will get the name of the author suggested on the same line. Example: *A reddish metal* (COPPER) with one letter change becomes English poet (*COWPER*). Answers on page 48.

1.	Conductor's wand	English essayist
2.	Dwellings	Greek poet
3.	Putting to death	Born in India, 1865
4.	Farm buildings	Scottish poet
5.	Swiss city	French novelist
6.	Roman god	Greek philosopher
7.	Material for statuary	"Currer Bell"
8.	Eager	Roman poet
9.	Coronation	Poet married to a poet
10.	English nobleman	Himself an English nobleman
11.	Swimming bird	Nobel Prize winner, 1938
12.	Tibetan priest	"Elia"
13.	Façade	American poet
14.	Half-boot	Renowned art critic
15.	A prodigal	Poet Laureate, 1591-1599

PRODUCED 2005 BY UNZ.ORG
ELECTRONIC REPRODUCTION PROHIBITED

not lacking—in this respect the story of the Potsdam conference is masterful—some of the dramatic elements of the events as they were lived are missing or submerged in the wealth of details. J. P. Baxter, chairman of the historical advisory committee, states in the Foreword that "all were spurred by the agonizing fear that the Nazis were well ahead of the free world in the development of atomic weapons," but this fear does not come through. The deeper motivations of scientists, when they were flocking into war projects and working at an urgent pace, or when they were "restless" after Hiroshima, are not satisfactorily explored. Many aspects of the war mentality are not conveyed, not the enormous strains of the long, depressing years of Nazi advances in Europe and the Allies' defeats in the Pacific; not the determination to end the war at all costs and stop the loss of lives on both sides.

These feelings may not belong in a history book. But unless the young people who cannot remember and the old who are forgetting are made to feel the way the nation was feeling during the war, no factual explanations, however logical, will stop their question: "Why was the atomic bomb built? Why was it used?"

Despite these failures and others that better informed readers may uncover, "The New World" is undoubtedly a work of merit and great importance. Its authors should be commended for having written the first well-rounded account of a crucial phase in our recent history, which had too long remained half-concealed in the mesh of security requirements and declassification procedures.

Scruples in a Fissionable Society

"Nuclear Weapons and the Conflict of Conscience," edited by John C. Bennett *(Scribners. 188 pp. $3.95), bares, through the views expressed in the volume's seven essays, the illusions and ethical dilemmas regarding atomic warfare. D. M. MacKinnon is Norris-Hulse Professor of Divinity in the University of Cambridge.*

By D. M. MacKINNON

TO A British reader this book brings the encouraging assurance that some Americans are at least as deeply disturbed by the profound moral choices with which nuclear armaments confront the individual as anyone in the United Kingdom.

It is clear from most of the essays, written as they are from very diverse points of view, that the publication in the USA of Herman Kahn's "On Thermonuclear War," and the outburst of anxiety and bitter controversy concerning the provision of shelter accommodations, have aroused the perceptions of too easily acquiescent consciences. The frequency of quotation from, and criticism of, Kahn's book in this volume bears witness to the fact that his book has made men realize that the so-called "deterrent, kept in order that it may never be used" is in fact not maintained and carefully improved simply to make its use unnecessary but, if need be, to be employed as a weapon of war, even conceivably in a "first strike." What one may call the comforting "myth of the deterrent" is dying. Further, in all these essays, much though they differ, it is clearly realized that the supposed "middle way" of "limited" nuclear war, wherein tactical as distinct from strategic nuclear weapons would compensate the West for Soviet preponderance in conventional armaments, is also an illusion. In practice, escalation to all-out nuclear warfare would be inevitable.

To have brought this point out as effectively as the essayists have done is valuable to the conduct of the debate on the moral issue in Great Britain, where the British Council of Churches, eager to discourage radical and supposedly dangerous thinking on this matter, has pursued an unedifying flirtation with this supposed "middle way."

Part of the value of this book is that there has been no effort to reach an agreed mind; writers have simply sought to lay bare the problems. Preeminently that is true of John C. Bennett's own most excellent essay; but the same must be said of Paul Ramsey's apologia for the doctrine of "just war." Again, the well-expressed caution in Kenneth Thompson's study of ethical aspects of the nuclear dilemma is offset by Erich Fromm's pregnant exploration of the unilateralist position with its suggestion that "a great deal of hatred of Communism is, in the last analysis, based on a deep disbelief in the spiritual values of democracy."

No one can read these four essays without gaining deeper understanding of the grounds on which men diverge in their personal answer to the question whether nuclear warfare is morally permissible. Thompson judges "an ethic of protest" that fails to reckon with international power realities as in the end "an ethic of irresponsibility," while Bennett seems to recognize that protest movements (such as the British C.N.D.) derive part of their strength from the fact that in our world new kinds of constellation of power (for instance, military, industrial, and intellectual) are by nature and circumstances immune to effective criticism and challenge by ordinary men and women. He quotes President Eisenhower's striking reference to "acquisition of unwarranted influence, whether sought or unsought, by the military industrial complex."

If traditionally democracy is a set of devices whereby power is made accountable to those in whose name it is exercised, what of a situation in which public policy becomes "the captive of a scientific and technological élite"—a public policy that might involve a society, without consultation, in the unimaginable guilt and evil of a nuclear war? The question how ordinary men and women, in revolt against such developments, are to press home effectively their demand that new ways be explored of resisting is made even sharper when Dr. Ramsey and John Herz, writing as a political scientist, suggest that the "ultimate political decision might be mechanized," or "retaliatory action be made completely automatic—released by machine rather than by the conscious decision of a leader." If Thompson criticizes an ethic of protest as one of irresponsibility, he must remember that democracy can never survive the abdication of conscience and that today conscience has often no other way of expression than protest.

The weakest item in the collection is Roger Shinn's concluding theological essay; his presentation of the theme of divine providence is pedestrian and unilluminating. In the main, however, Professor Bennett is to be congratulated on an important, honest, and excellently documented contribution to the discussion of a central problem of conscience of this age.

LITERARY I.Q. ANSWERS

1. Baton, Bacon. 2. Homes, Homer. 3. Killing, Kipling. 4. Barns, Burns. 5. Berne, Verne. 6. Pluto, Plato. 7. Bronze, Brontë. 8. Avid, Ovid. 9. Crowning, Browning. 10. Baron, Byron. 11. Duck, Buck. 12. Lama, Lamb. 13. Front, Frost. 14. Buskin, Ruskin. 15. Spender, Spenser.

PRODUCED 2005 BY UNZ.ORG
ELECTRONIC REPRODUCTION PROHIBITED

Gray Regions of the Mind

"One Flew Over the Cuckoo's Nest," by Ken Kesey *(Viking. 311 pp. $4.95),* ***The Butterfly," by Michael Rumaker*** *(Scribners. 242 pp. Hardbound $3.95. Paperback $1.65), and* ***"The Jumping Off Place," by Garet Rogers*** *(Dial. 307 pp. $4.95), deal with the twilight half-world of the mentally ill. Literary critic William Peden has been working with the mental health program in Missouri.*

By WILLIAM PEDEN

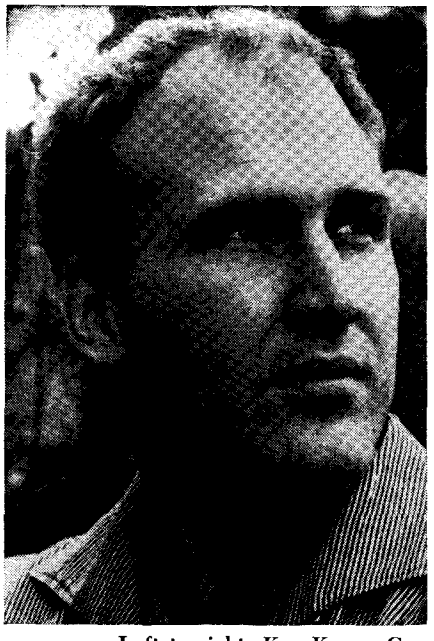
ALTHOUGH mental illness has fascinated the creative imagination since the golden age of Greek drama, it was not until the middle decades of our own century that fiction writers, including William Maxwell in America and Anna Kavan in England, attempted to explore with knowledge, understanding, and integrity the borderland between "sanity" and "madness." This gray region provides setting and subject for three very different new American novels, Ken Kesey's "One Flew Over the Cuckoo's Nest," Michael Rumaker's "The Butterfly," and Garet Rogers's "The Jumping Off Place."

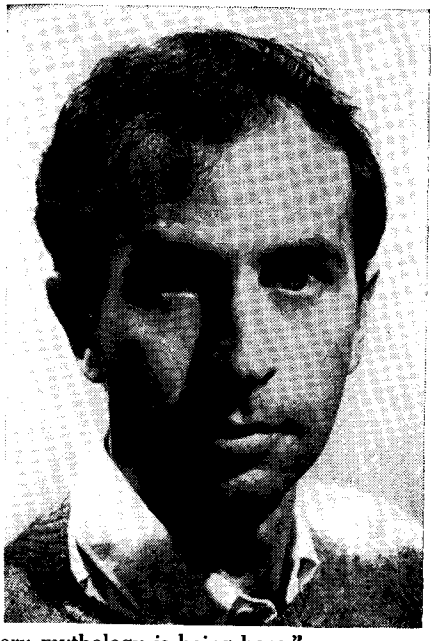
"One Flew Over the Cuckoo's Nest" is an extremely impressive novel, the first published book of a young writer who lives in Springfield, Oregon. Set in a mental hospital in Oregon, it centers around the struggle between a new inmate, McMurphy, and Big Nurse, who dominates her ward and its inhabitants. McMurphy is a bigger-than-life American folk-hero type, a brawling, lusty, and warmhearted life-giving force. Big Nurse is authoritarian and matriarchal. Beneath the voluptuous-appearing body that so intrigues the inmates, she is a frigid emasculator bent on destroying the men entrusted to her care.

The struggle between these two contrasting forces (one of several similar contrasts around which the novel is built) begins the moment McMurphy swaggers into Big Nurse's ward, and each instinctively recognizes the Enemy the other represents. It gains in intensity as McMurphy brings laughter, courage, and hope to the men whom Big Nurse has cowed into submission, and it rises to a literally screaming climax involving McMurphy, Big Nurse, and all the other people whom the author has created so effectively: Chief Broom, who serves as Mr. Kesey's narrator, a gigantic Indian who has gradually retreated into simulated deaf-and-dumbness; the highly literate, Harding-like McMurphy, aware that "we are the victims of a matriarchy here, my friend"; Dr. Spivey, whose authority Big Nurse has painstakingly usurped, and Big Nurse's orderlies, who prowl through the ward like black panthers.

Beneath the suspense-charged action, above and beyond the rhetoric and the violence and the horseplay and the exaggeration and the comedy (McMurphy's fishing expedition is a great tall-tale in itself), the author presents a continuous life-and-death struggle, a finally declared warfare between good and evil, tryanny and freedom, love and hate. His storytelling is so effective, his style so impetuous, his grasp of his characters so certain that the reader is swept along in McMurphy's boisterous wake. In spite of contrivance and caricature, the reader is likely to agree with Chief Broom that "it's the truth even if it didn't happen." Mr. Kesey, in short, has created a world that is convincing, alive, and glowing within its own boundaries and in terms of his own ground rules. His is a large, robust talent, and he has written a large, robust book.

In contrast to Mr. Kesey's crowded, sweating, violent world, Michael Rumaker's sensitive depiction of one young man's re-entry into life seems almost fragile. "The Butterfly," a first novel (the author, born in Philadelphia in 1932, has published several short stories), concerns a few months in the life of a mentally disturbed youth whom we first meet on the eve of his departure from a mental hospital not far from New York City. Jim, Mr. Rumaker's

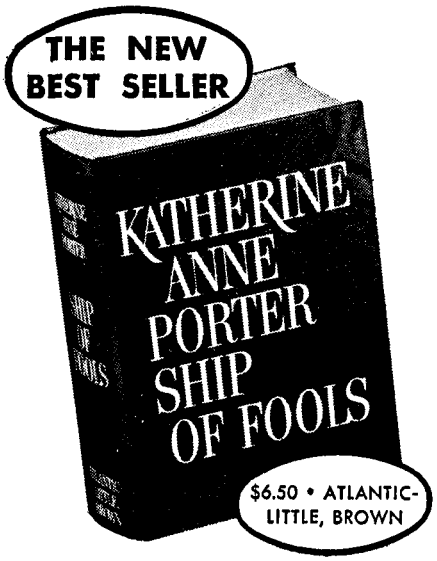




Left to right: Ken Kesey, Garet Rogers, and Michael Rumaker—"A contemporary mythology is being born."

PRODUCED 2005 BY UNZ.ORG
ELECTRONIC REPRODUCTION PROHIBITED

THE NEW BEST SELLER



"One of the most brilliant historical novels I have come across for years."
—Peter Green, DAILY TELEGRAPH

The story of a utopian dreamer and the community he tried to establish in the tumultous aftermath of Cromwell's revolution.

COMRADE JACOB
A novel by DAVID CAUTE, author of *At Fever Pitch*
$3.75, PANTHEON

MORE DURRELL MAGIC

"A lovely work of art."
—N. Y. Times Book Review

THE DARK LABYRINTH
4th large printing

BY LAWRENCE DURRELL
author of THE ALEXANDRIA QUARTET
$3.95 at all bookstores DUTTON

CHANGES OF ADDRESS

Please send the address at which copies are now being received, as well as the new address, when notifying us of an address change. Allow four weeks for the changeover. Include postal zone number, if any.

SATURDAY REVIEW
Circulation Department
25 W. 45th St., New York 36, N.Y.

protagonist, has lived most of his life with fear and loneliness; undeclared love has "sat as a stone upon his shoulders." Two years under the sympathetic care of an able, compassionate psychiatrist, Dr. Sylvan, have helped prepare Jim to rejoin the world, but he is still morbidly uncertain and vulnerable. His first months "Outside" are painful; he is constantly aware of the hard reality summed up in an old Jewish saying: How terrible is the past that awaits us.

Jim's rehabilitation began in the hospital when, finally, he could bring himself to reach out and touch Dr. Sylvan (in a scene with implications identical to those in "One Flew Over the Cuckoo's Nest" when Chief Broom reaches out in the darkness to touch the sleeping McMurphy). It continues in terms of his relations with two women: the Japanese girl Eiko, with her split personality and haunted past, and the American Alice, uncomplicated and loving, who leads him to believe in himself and prepares the way, the reader is led to assume, to his eventual salvation.

"The Butterfly" is a sincere and thoughtful novel, although marred by what seem to be unnecessary stylistic eccentricities, a sometimes painful excess of sensibility, and an undue fondness for symbols. Like "One Flew Over the Cuckoo's Nest," it is illuminated by the author's almost passionate commitment to his characters' dilemmas and his recognition of their need for love and understanding.

"The Jumping Off Place," by Garet Rogers, is something else again. The novel—her fourth, according to the dust jacket—is a curious mixture of realism, social protest, melodrama, comedy, farce, and sentimentality, all of which takes place in and around Pawksville, an overcrowded, understaffed "State Hospital for the Insane" in an unnamed Southern state during the early or middle 1950s.

Most of Miss Rogers's many characters are so vividly exaggerated, or are so "flat" in the traditional sense of the term, that it is difficult to accept the seriousness of intent suggested by the quotation from Juvenal that prefaces her novel: "*quis custodiet ipsos custodes?*"—"Who's in charge of the keepers?" They include virile, hard-headed Dr. Nick Bartholomew, Pawksville's clinical director, who falls in love with one of his staff members, pretty Dr. Jane Carmody, whose homosexual concert-pianist husband is a Pawksville inmate. Then there is Nick's thirteen-year-old daughter Caddy (short for Caduceus), one of the less attractive child nuisances to scamper through the pages of recent fiction, who complicates life for most of the staff and is a confederate of some of the patients, particularly the "Great Poet," a homicidal child-molester, and a young journalist who by trickery has had himself committed to Pawksville in order to ascertain the truth concerning the "Great Poet."

All these and many others become embroiled in a hugger-mugger of dramatic action, politics, romance, vaudeville, and nonsense, some of it generating admirable suspense and some of it narrated with high good humor. It's a mad world, to be sure, and Miss Rogers's occasional crackling presentation of pretentiousness, bungling, wrongheadedness, incompetence, and stupidity unveils some significant problems and poses some valid questions concerning the treatment of the mentally ill. Her frequent descents into bathos, however, together with her fondness for a Three Stooges kind of humor, her lapses into sentimentality, and her generous use of burlesque, are confusing, to put it mildly, and left me as bewildered as some of Dr. Nick's prize patients.

The deluge, it appears, is at hand. A contemporary mythology is in the process of being born, complete with its hierarchy of good guys *versus* bad guys (the kindly psychiatrist or his paranoid opposite, the sadistic orderly or his wholesome counterpart, the patient who is less disturbed than his doctor, the cruel nurse or the angel of mercy, *et al.*), and with an almost inexhaustible supply of properties to manipulate—EST (Electric Shock Treatments), straitjackets, hypodermic needles, and all the rest. What effect all this will have on American mental health programs is hard to say, although the literary results may be more easily ascertained. One thing seems inevitable. Young Doctor Malone and his colleagues are likely to be putting supplies of Metrazol and Librium and Thorazine into their shiny black bags and will soon be taking off for refresher courses in clinical psychiatry.

OEDIPUS AT SCHOOL: Sarah Kilpatrick has a keen eye for surface detail and is uncommonly inventive where imagery is concerned. Despite these assets, which, moreover, are joined to a plausible theme and intelligent philosophy, **"The Phoenix Hour"** (Abelard-Schuman, $3.75) never quite becomes a novel. Its central situation, the Oedipal attachment of a teacher and her student, is presented in terms more expository than dramatic. The elements of suspense and climax are entirely missing, and the narrative finally fades away, leaving the principals as dull, petulant, and unrealized as they were at the outset.

To be sure, Miss Kilpatrick can

PRODUCED 2005 BY UNZ.ORG
ELECTRONIC REPRODUCTION PROHIBITED

handle the language. The story is full of arresting vignettes of the teachers and pupils of an English day-school, from the rheumy old form master to the nubile nymphet who suddenly discovers the opposite sex and leaves her female gym coach in a state of desolation. We are introduced to the girl in a jaundiced passage worthy of Vladimir Nabokov: "Her head was poised like a flower on its stalk, a sickly flower, green-white and redolent, as some exotic lilies are, of indefinable nastiness, of a mortuary unease. . . . Her voice was insinuating, equivocative . . . One longed to lay hands on her, to shake her, to use her violently, but in any case to touch her." Quite a contrast to the other girls, whose faces are "like pretty flowered dinner plates"—except, that is, for Maureen, a fat one "with small sly eyes embedded in a pallid face like maggots in an apple, with an unbelievable bust like a Japanese neck pillow high under her chin."

Miss Kilpatrick has succeeded with the "decoration." If she learns how to give us the story and make it move us, she will be a novelist.

—Walt McCaslin.

LAVA BETWEEN HIS TOES: Many of the newer nations and republics are now experiencing the beginnings of their own contemporary literature, and as a result we are occasionally offered the work of such promising novelists as George Lamming of Barbados and Camara Laye of Nigeria. For the most part, though, the novels and stories from new lands are unpolished, and are not so much literature as evidences of the literary birth-pangs of a country. Such is the case, unfortunately, with **"The Bamboo Dancers"** (Alan Swallow, $3.95), by N.V.M. Gonzalez of the Philippines, a novel which was given that country's Cultural Heritage Award for Literature.

Named after the heron-like dance in which the performers hop in and out between two bamboo poles clapped together in rhythm, it is an honest, straightforward, but highly uneven and unsophisticated work, with a singular lack of understatement, irony, or any great subtlety. Perhaps this is due to the main character and narrator, Ernie Rama, whose social observations are fairly obvious, whose personal relationships are generally naïve, and whose final sensitivity is somewhat questionable.

Ernie is a Filipino sculptor in America who, when his fellowship has run its course, begins a tour of the country, meets and talks with his own people as well as with Americans, and reflects on life and the cultural clashes in our swiftly changing world.

One wonders if everything isn't just a bit too swift for Ernie. Perhaps he's too young for us to take his reflections seriously. At any rate, he doesn't emerge as a mature and important character, but remains more or less as the author portrayed him in the initial part of the book: a wide-eyed Filipino yokel with the island lava still between his toes. And this, I suspect, isn't what Mr. Gonzalez wanted us to feel.

Probably the book's most striking fault is that as a piece of social survey and criticism it really fails to criticize. Ernie isn't the angry man he perhaps ought to be. He is generally impressed with the America he sees, and in the end is not very different from his brother, a physician on a fellowship in California, whom Ernie considers too Americanized.

One might hope that the novels coming out of new areas in the English-speaking world would have, because of their economic and social backgrounds, something sharply critical about them, perhaps something satiric that the work of modern British and American authors no longer has; and that they might even re-establish the protest novel in a literary scene comprised mostly of lukewarm stylistic fancies on the lives of young dilettantes. But "The Bamboo Dancers" has no sting and nothing really crucial to say that might excuse the crudities in the writing.

—William Harrison.

FRASER YOUNG'S

LITERARY CRYPT NO. 976

A cryptogram is writing in cipher. Every letter is part of a code that remains constant throughout the puzzle. Answer No. 976 will be found in the next issue.

NFDO CLAFOPASW SOP-

XRQ XN SFAMWOQPGCFA.

PAGBFAN BFRW.

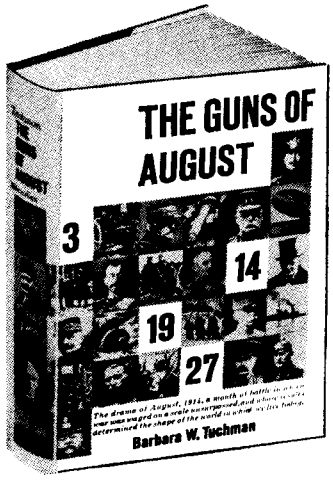
———

Answer to Literary Crypt No. 975

Hollywood is a place where people from Iowa mistake each other for movie stars.

—Fred Allen.

POWERFUL BEST SELLER

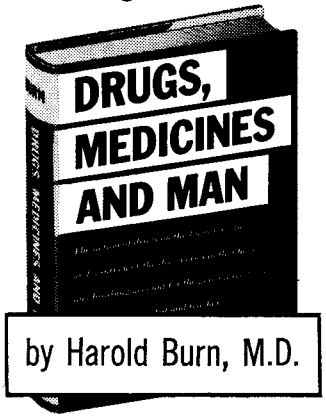


A compelling drama of the fateful first month of World War I. The best seller by Barbara W. Tuchman that has been praised by *every leading reviewer* in the country.

$6.95 at your bookseller's. If he's sold out, mail us a check or money order and we'll pay shipping costs.

THE MACMILLAN COMPANY
Dept. SR-10 60 Fifth Avenue, N. Y. 11, N. Y.

An explanatory survey for the general reader



by Harold Burn, M.D.

A research scientist (formerly Professor of Pharmacology at Oxford) reviews the whole history of drugs—antibiotics, anaesthetics, tranquilizers, drugs of addiction, hormones, and many other subjects — explaining contemporary theories of their chemical action in the body and outlining important areas of current research. *Illustrated*

$4.50 at all bookstores

SCRIBNERS

PRODUCED 2005 BY UNZ.ORG
ELECTRONIC REPRODUCTION PROHIBITED

Reflections of a Renaissance Man

"Assays," by Kenneth Rexroth *(New Directions. 239 pp. Hardbound $4.50, Paperback $2.25), offers some of the views and judgments of a disciple of H. L. Mencken who displays a magnanimity that his master lacked. Emile Capouya, editor with a New York publishing house, has contributed numerous essays to literary journals.*

By EMILE CAPOUYA

OF THE men who earn their living by writing for more or less popular magazines, Kenneth Rexroth is one of the few (David Cort is another) who have the knowledge, brains, and style to turn literary journalism into literature. In Mr. Rexroth's case, the knowledge is distilled from an erudition so various as to make the reader feel intimidated or exalted, depending on his temperament. For my own part, when I caught a misstatement in "Bird in the Bush," an earlier collection of essays, I was greatly cheered: Mr. Rexroth identified *Simplicissimus*, the German satirical weekly, as a journal that flourished before the First World War, whereas it lived on, under the spirited editorship of Franz Schoenberner, to be to Adolf Hitler what the *Canard enchaîné* is nowadays to Charles de Gaulle.

As for the character of his ministry, Mr. Rexroth admits that he is in the tradition of H. L. Mencken. The identification is fair enough, except that the Stupor Mundi of San Francisco has remarkably little of the bully about him. Magnanimity, that quality mysteriously denied to some men of the greatest capacities, like Johnson, and granted to others no less talented, like Hazlitt, appears to me to be among Mr. Rexroth's gifts. In this world the writers with blood in their veins are apt to be bloody-minded, but it takes a lot to provoke Mr. Rexroth—Professor Leslie Fiedler, say, announcing that "Huckleberry Finn" is really an unconscious allegory of homosexual love.

Mr. Rexroth does seem to have strong feelings about the professorate in general, the honorable estate to which many who read these words might, but for the grace of God, have been called. What does he have against the ill-paid academics, and, indeed, all the treasonous intellectuals? Just that they are the engineers, or more often the mechanics, who keep the Social Lie humming. In any other age such an accusation would be criminal, because the Social Lie is also the Common Life, in our case what politicians and honest men alike refer to as Western Civilization. But in 1962 the Social Lie has got us cornered at last, and is advancing on us to crack skulls, for all the world as if mankind were but a French citizen to be clubbed to death by cops at the mouth of a *métro* station.

Magnanimity, courage, honor—what has any modern government to do with these? And who but the well-educated, led by the professors, make it possible for governments to carry on with their moldy threats of universal destruction? It was no hillbilly that worked out Governor Rockefeller's and President Kennedy's bomb-shelter schemes, or drew up the specifications for the hopeful little kilns, or estimated the probable effect of the program on steel, cement, and construction shares.

The present collection is accurately entitled "Assays." Mr. Rexroth conceives it to be his function not only to give information but to make judgments: judgments on the moral meaning of the Kabbalah, on the literary grandeurs and servitudes of Lawrence Durrell, on the spiritual significance of the student protest movement, on the importance to the West of classical Chinese culture, on the influence of modern French poetry on American poets. Often, in the cases in which the unspecialized reader can form an opinion, Mr. Rexroth's views seem at once illuminating and idiosyncratic—but that is another word for original, and is what one expects of an extraordinary mind. The essays in this new volume gave me again and again the supreme pleasure of listening to a man who concerns himself with what is important in life and in art, of learning from a man who knows how to teach.

Anatomy of U.K. Mass Culture

"England, Half English," by Colin MacInnes *(Random House. 208 pp. $4), collects some of the Australian author's essays on contemporary British mores, especially those of teen-agers. Robert Halsband, who has spent considerable time in England, is an interested student of its cultural landscape.*

By ROBERT HALSBAND

ARTICLES published in monthly magazines must be pretty sturdy to survive transplanting into hard covers. Colin MacInnes, an Australian novelist, has been brave enough (and his publisher broadminded enough) to collect this mixed bag of nineteen separate essays published during the last six years, mostly in *Encounter* and the now defunct *Twentieth Century*. He has brought some of the pieces up to date by adding footnotes labeled *later*, and this adds a lively touch of self-criticism and hindsight. For American readers the fact that Mr. MacInnes writes mainly on English subjects may make the book seem parochial, but to balance this he puts his subjects into a wide context.

On the topic of teen-agers the author is at his most fervent. They are a phenomenon unmatched in any other period of history, he contends, because for the first time they have become a coherent economic and cultural force. They have a lot of money to spend, and so whole industries cater to their taste in clothes, soft drinks, music, hair styles, cosmetics. All this he discusses with the seriousness, though not the impartiality, of a sociologist.

Popular music, so heavily patronized by teen-agers, is one of Mr. MacInnes's main enthusiasms. Not jazz, not crooning, but pop music. (Readers of Grove's "Dictionary of Music" will search in vain for these distinctions.) "Warming to my theme," he writes, "I'd like to say I think the abysmal ignorance of educated persons about the popular music of the millions, is deplorable." His own crusade in favor of what he calls a "second Children's Crusade" embraces not only the tunes but the idols who sing them—particularly the English Tommy Steele. Our own Elvis Presley is neatly ticked off, from his "baleful, full-lipped Neronic glare" to his "over-expressive sharkskin slacks"; and Tommy wins for his greater dignity. I don't know how many converts among the educated Mr. MacInnes will re-

PRODUCED 2005 BY UNZ.ORG
ELECTRONIC REPRODUCTION PROHIBITED

educate (or de-educate) to like pop music, but at least one reader who loathes it has enjoyed his eloquent defense.

In his anatomy of mass culture Mr. MacInnes also goes to work on three popular comic strips in a leading English newspaper, with conclusions that are ingenious even if they leave the reader with the feeling of "So what?" The force of his argument would be greater if he distinguished between *qualitative* and *quantitative* appreciation, and between audience inertia that allows "art" to be imposed and audience interest that directly stimulates it.

Whether he is discussing private drinking clubs or Negro immigration into England, his Aunt Trix or his travels in Nigeria, Mr. MacInnes writes with uncommon verve and interest. At his best he has an Orwellian flavor—direct, vivid, keen. The variety of his interests is beautifully sustained—the novels of Ada Leverson, Australia's peculiar horrors and beauties, the unique talents of the English art historian Dr. Nikolaus Pevsner.

Most of these pieces deserved being rescued. But why doesn't Mr. MacInnes write a book about what seems to be his most persistent interest—the teen-ager? He has all the requisite gifts, except that by the time he finishes it his teen-agers will have aged a few years, and then where will he be?

MOVING?

If you are changing your address, please notify Saturday Review *at least four weeks in advance.*

And for speedy processing, tear a label from one of your recent copies and send it—with your new address—to:

Subscriber Service Division
Saturday Review
25 West 45th Street
New York 36, N. Y.

Anisfield-Wolf Awards

Continued from page 23

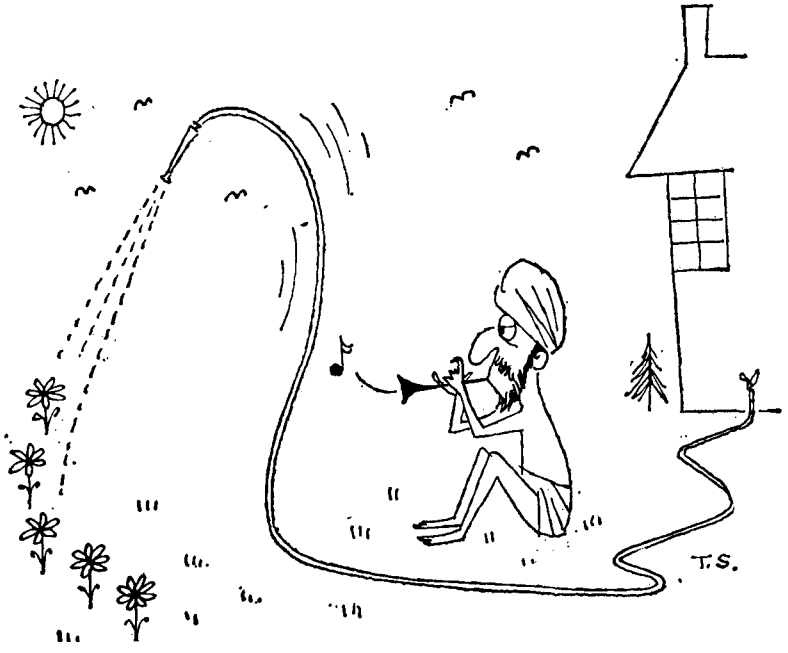
publication Mr. Griffin was burned in effigy in Mansfield, Texas, where he now lives, and a cross was set ablaze on a hill above his house there. The book is his account of a trip he took through the Deep South as a Negro—a transformation he was able to bring about through sun-lamp treatments, the use of dye, and the help of a New Orleans dermatologist. In a review for *SR* (Dec. 9, 1961), the Negro writer Louis E. Lomax—who was, coincidentally, one of last year's Anisfield-Wolf winners—said: "The real merit of this book, at least so it seems to me, is that a Southern white man became so involved with his own conscience that he became a Negro . . . and has published his frightening discoveries for his friends and neighbors to read. . . . 'Black Like Me' is a moving and troubling book written by an accomplished novelist."

Describing the origins of his book, Mr. Griffin told *SR:* "I decided to make this experiment because years of study convinced me that our 'race problem' was really a problem of racism. I was a student in Europe in my teens when Nazi anti-Semitism grew into the terrible racist calamity it became. I saw it develop, saw decent humans perverted into consenting to the destruction of other humans. As an American who had been formed by the maxims of freedom, justice, respect for human person, and respect for privacy of conscience, the tragedy of racism burned me. . . . I could not help noticing that we were developing many of the same symptoms in the growing domination of racist groups in the U.S. The values we had been brought up to hold supreme were being trampled. We were being led to believe that in order to preserve our liberties we must consent to the deprivation of these liberties for a large segment of our population—and eventually, of course, for all."

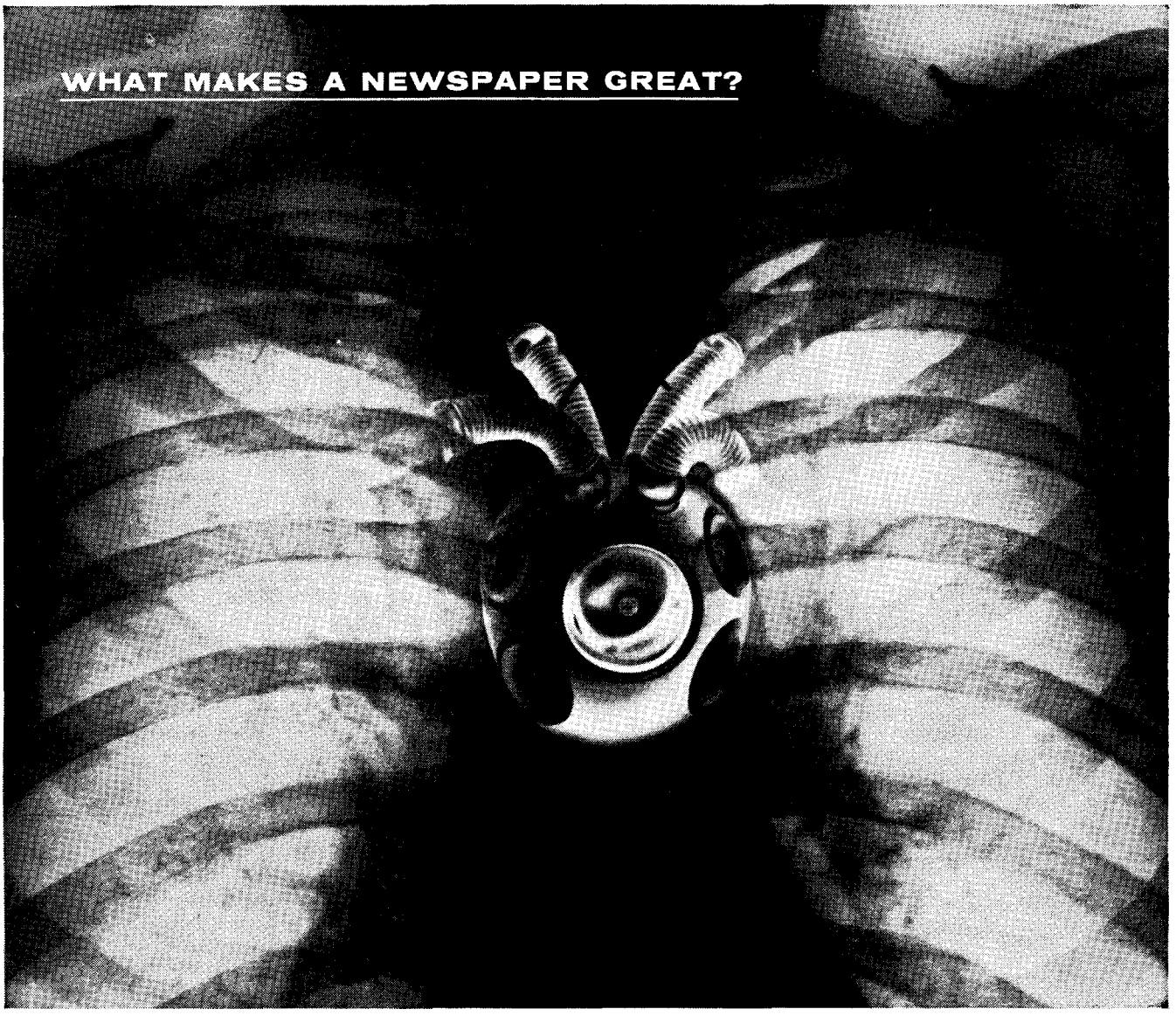
His journey through the South was motivated by the hope, he said, that if prejudiced people could not be persuaded through logic, they might be approached through their emotions.

The effects of racism, Mr. Griffin continued, proved to be "much more hideous than I had dared suspect, because it showed clearly that we consented to the terrible blight of lives wherever men were defrauded of their human and civil rights." He wrote with feeling about some of the results of his experiment as a Negro—of the threats, the terrorization of his family, and "the need to hide like a criminal from the avengers." And he wrote, too, of a totally different reaction when he learned that "Black Like Me" had won an Anisfield-Wolf Award, a reaction proving that literary recognition can be considerably more than money, more than the flurry of congratulatory telegrams, more than the honor it brings:

"After two exhausting years of turmoil in our lives, such an award comes as a great balm to us. It brings sunlight into lives that have been made somber by the fury and incomprehension of segregationists. This is a personal reaction, but for the moment it is the one we feel. In other words, I am glad that my children and those other people who are dear to me, including my friends, have something like this for a change."



PRODUCED 2005 BY UNZ.ORG
ELECTRONIC REPRODUCTION PROHIBITED



ULTIMATE CURE FOR HEART DISEASE?

By 1970 chances are good that doctors will be able to replace diseased human hearts with plastic and electronic facsimiles. Fantastic? Not in the least. Already a mechanical pump, similar to the one represented above, has maintained a dog's circulation for nearly 3½ hours.

Recently Upper Midwesterners read facts like this in a series of articles titled "1970: Your Fantastic Future," by Minneapolis Tribune science reporter, Victor Cohn. So compelling was this series that 51 other newspapers and periodicals, including the Stockholm *Expressen* and the Rio de Janeiro *Cruzeiro*, purchased it. (If you want a reprint copy, write the Minneapolis Star and Tribune, Minneapolis 15, Minnesota.)

Upper Midwestern readers, however, take news of robots, moon trips, human organ banks and voices from outer space quite calmly. For years, Cohn (1961-62 president of the National Association of Science Writers) has been conditioning them to the world of tomorrow.

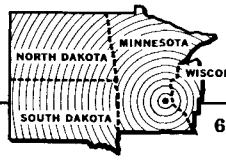
In fact, Cohn's science journalism has made him the nation's only two-time winner of the coveted Westinghouse Prize of the American Association for the Advancement of Science. And he's the only three-time winner of the Sigma Delta Chi award for "the best general newspaper reporting."

Victor Cohn

A staff of outstanding writers like Vic Cohn is one more reason why the Minneapolis Star and Tribune make up the strongest single medium in the nation's 14th market.

Copyright 1962, Minneapolis Star and Tribune Co.

MINNEAPOLIS STAR EVENING



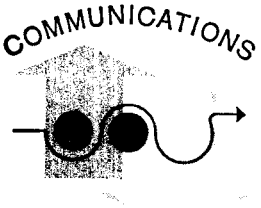
Minneapolis Tribune MORNING SUNDAY

520,000 COMBINED DAILY 660,000 SUNDAY • JOHN COWLES, *President*

PRODUCED 2005 BY UNZ.ORG
ELECTRONIC REPRODUCTION PROHIBITED

COMMUNICATIONS

Communications Editor: RICHARD L. TOBIN



EDITORIAL
By Richard L. Tobin **55**

FREEDOM OF THE AIR: MYTH OR REALITY?
By John Tebbel **56**

SR's TENTH ANNUAL ADVERTISING AWARDS **58**

A SHIELD FOR THE FUTURE
By William D. Patterson **59**

AMERICAN PHENOMENON: PUBLIC SERVICE ADVERTISING
By Theodore S. Repplier **65**

THE BIG BLACK FIDDLE OF PABLO CASALS
By Reynolds Girdler **69**

CORPORATE ADVERTISING: WHAT CAN IT SAY?
By Elmo Roper **72**

ADVERTISING'S WORST SIN
By Lawrence Valenstein **74**

PUBLIC RELATIONS
By L. L. L. Golden **76**

LETTERS TO THE COMMUNICATIONS EDITOR **78**

BOOKS IN COMMUNICATIONS
By James F. Fixx **80**

SR's Tenth Annual Advertising Awards for distinguished advertising in the public interest begin on page 58 of this Communications Supplement.

If Maine Can Do It, You Can Do It Too

MORE than 500 foreign correspondents cover the United States for the press abroad. Some of them live in Washington, but most of them work out of New York, not only the heart and nerve center of all news communications in the United States but also now, because of the United Nations, a tremendous international news source as well. This foreign corps has on the whole established a reputation for being sensitive, thoughtful, and qualified to interpret the United States to the rest of the world. Copy flows out to fifty-five nations at the rate of a million words a day. The rest of the world sees us, therefore, pretty much through the eyes and efforts of these foreign correspondents.

The Kennedy Administration has been responsive to the worth of this reporting community. Heretofore largely ignored, foreign correspondents in the United States now receive special press briefings which, as a matter of courtesy and diplomacy, they ought to have been receiving all along. Since most foreign correspondents live and work in New York, they are quite naturally not a part of the swirl of personal contacts in the 3,000,000-odd square miles of the U.S. outside the New York metropolitan area. And if ever a cliché had continuous meaning, it is that New York is not the United States in 1962 and neither is Washington. Yet, few foreign correspondents can afford to look at this country much beyond the metropolitan area except for occasional sorties to Washington.

In response to this travel problem, the State of Maine recently launched an imaginative program that offers a viable solution. It has been well received by foreign correspondents assigned to the United States. President Kennedy has written an enthusiastic letter to Governor John H. Reed of Maine endorsing the program and commending it to other states. If enough other states pick up Maine's idea—and several already have indicated a desire to do so—the picture of the United States as painted by journalists assigned to this country just might be more nearly accurate.

Two foreign correspondents and their wives (or husbands) are invited to Maine every other weekend. A state plane picks them up on Thursday afternoon in New York and gets them back Sunday evening. They work out their own itineraries, with help from representatives of the state, the Foreign Press Association, and the U.S. Information Agency, which also acts as a clearing house for invitations. Thus, a Lebanese correspondent, David Mizrahi, wanted among other things to visit Waterville, where a good many people of Lebanese descent live. (To Mizrahi's readers they are "overseas Lebanese.") A Lewiston industrial developer whose parents were Lebanese escorted him there.

So far, correspondents from Greece, Denmark, the Netherlands, Lebanon, the United Kingdom, Germany, Australia, and Italy have had long weekends in Maine. They have variously talked shop with local newspapermen, inspected industrial plants, chatted with students and farmers, dined informally with the governor, visited with assorted people in their homes and offices, etc. They give every evidence of having been charmed by the experience. The Maine people they encountered quite obviously were delighted. When Governor Reed announced the program of foreign correspondents' visits to Maine, he called it "a new experiment in international communications." It appears to be wonderfully successful so far. And if Maine can do it, you can do it too. —R.L.T.

PRODUCED 2005 BY UNZ.ORG
ELECTRONIC REPRODUCTION PROHIBITED

FREEDOM OF THE AIR: MYTH OR REALITY?

By JOHN TEBBEL

NEWTON MINOW, the controversial and often beleaguered chairman of the Federal Communications Commission, told a convention of the nation's radio and television executives in Washington last month that he wished they would go home and do more editorializing on the air and thus continue their progress toward becoming community opinion leaders. It was a matter of national urgency, he declared in a keynote luncheon speech, for the broadcasters to "reach out" with their news coverage, because they could do what printed media could not—that is, evoke the participation of their audiences.

If someone had held up an applause card at this point, the 400 industry men present would have been generous, replete though they were with breaded veal cutlet and parfait. But then Mr. Minow went on to disturb their digestion by adding that of course the key issue in editorializing on the air, which was the subject that had brought them all to Washington, lay in the relationship between such editorializing and the responsibility to be fair. Broadcasters must be people of responsibility and good will, he went on: the FCC insists that its licensees be men of integrity and character. In their news and editorial coverage the first requirement must be good, accurate reporting. News must be accurate and editorials must be fair, and if they are, he predicted, people will increasingly turn to broadcasting for information. All this would be a great challenge, he conceded, but he quoted Arnold Toynbee: Civilizations rise and fall according to their response to challenge.

The licensed men of integrity and character looked gloomy. Perhaps they were recalling that Toynbee also said the lesson to be learned from a study of civilizations was that everything had failed. In private conversation afterward, some of them wondered what would happen if a government agency told a convention of the American Newspaper Publishers Association that they must be accurate and scrupulously fair, both on and off the editorial page. Aside from a mass declaration of total virtue, they predicted, there would ensue the greatest outpouring since the Flood, all of it concerned with freedom of the press.

Not that there is anything new about government control of broadcasting; the broadcasters have been living with that since they were first licensed. What is new is the fact that radio and television stations *are* becoming opinion leaders in many communities, displacing newspapers in some cases, and they *are* editorializing more and more. These developments are beginning to raise serious questions about the limits of freedom on the air. The broadcasters themselves are properly concerned, as is evidenced by their willingness to spend two days in Washington discussing their mutual problems. The FCC appears genuinely concerned that radio and television should be a (relatively) free and (wholly) responsible news medium. But somewhere between the fact and the wish there seems to be a nest of unresolved issues which suggest that the battle for free expression on the air is only beginning.

IT IS true that the industry has come a long way since the black evening twenty-seven years ago when Alexander Woollcott cried the town once too often and was summarily switched off the airwaves for criticizing, of all people, Mussolini. In those days, expression of opinion on the air was so infrequent that radio had a faceless, almost totalitarian character, and broadcasting, still a very young industry, displayed little interest in having it otherwise.

But ever since the FCC was set up by act of Congress in 1934, it has had to deal with the increasing problem of freedom on the air, and as time and television have gone on, the problem has become more and more complicated, commensurate with the growth and influence of broadcasting.

The problem of editorializing, at least as far as political candidates are concerned, rests in large part on the meaning and implications of Section 315 of the Communications Act of 1934, which requires stations to give equal time to candidates, but also gives them the power to censor what is broadcast. In the famous "Mayflower case" of 1941, the FCC, in reviewing the renewal application of station WAAB, Boston, found the station guilty of broadcasting editorials supporting particular candidates and issues, and prohibited such editorializing in the future by any station with these words:

"A truly free radio cannot be used to advocate the causes of the licensee. It cannot be used to support the candidacies of his friends. It cannot be devoted to the support of principles he happens to regard favorably. In brief, the broadcaster cannot be an advocate."

In 1949, eight years after the Mayflower case, the FCC, following public hearings, in effect reversed its earlier decision and permitted its licensees to editorialize in the name of their station, provided they maintained an "overall fairness." Broadcasting lawyers interpret this decision, which is a policy substantially unchanged today, as meaning that a station can editorialize about anything or anyone, but if there is substantial difference of opinion, it must present other viewpoints, although not necessarily with equal time.

What, however, is "overall fairness"? What, in fact, is an adequate presentation of opposing viewpoints? And doesn't the law of libel apply to all editorial comment, no matter in what medium it is presented? These are questions which have long been plaguing the industry.

The first industry leader to challenge the Mayflower decision, and thus pave the way for its liberalization, was Nathan Straus, who bought radio station WMCA, New York, in 1943, and made it one of the best independent stations in the country. Straus, an unabashed and vigorous liberal, fought the Mayflower decision at the hearings of 1948, and became one of the chief pressure

PRODUCED 2005 BY UNZ.ORG
ELECTRONIC REPRODUCTION PROHIBITED

sources to bring about its reversal in 1949, after which WMCA became the first station, in 1954, to editorialize on a regular basis.

Straus's "Editor's Desk," a twenty-five-minute show, gave him an editorial page all to himself, from which vantage point he attacked the problems of the day from a Democratic standpoint, although he publicly urged Republican station owners to editorialize, and offered time on the station for the other side to present its views. In 1959, at seventy, he turned over presidency of the station to his son Peter, then thirty-five, who has since carried on, with even more vigor if possible, his father's conception of radio public service.

In October, 1960, father and son took an extra large step and publicly endorsed John F. Kennedy's candidacy in nine minutes, ten seconds of air time occupied by Straus, Sr., as chairman of the board. Mail response from listeners ran heavily pro, but the relatively small number of phone calls was slightly more con. The station's Buffalo affiliate, WBNY, was decidedly pro in both departments.

Among the con responses were outraged howls from Republicans. L. Judson Morehouse, chairman of the New York State Republican Committee, demanded equal time. The Republican National Chairman, Senator Thruston B. Morton, shot an irate telegram to Frederick Ford, then FCC chairman, crying foul and violation of Section 315. Nothing came of these protests, except the usual FCC letter requesting an answer to the charges. In keeping with its policy of providing equal opportunity, WMCA offered time to rival candidates, from Nixon on down, before the endorsement.

Today WMCA is still in there fighting, presently battling for reapportionment in New York State, not only on the air but in the courts, where it is challenging the constitutionality of the apportionment laws in the New York State Constitution.

Other stations about the country have exhibited similar courage. Station WDSU, New Orleans, for example, has taken the side of law and order in the controversy over integration, giving time to the segregationists, but boldly standing up for what must be anathema to a good part of its audience. For its reporting on the school desegregation crisis of 1960, when it was the only radio or television station to provide continuous daily coverage, it was awarded the Radio-Television News Directors Association's first-place award for television reporting on community problems.

Station WTOP, in Washington, D.C., has also exhibited similar courage in editorializing, right under the noses of the legislators whom, quite conceivably, it often irritates. Other community stations have expanded editorializing into the kind of public service exemplified by the Community Affairs Seminars held by the WFBM Stations (radio, FM radio, television, and Muzak) of Indianapolis, at which city leaders and citizens groups discuss civic problems.

IF there is so much initiative in editorializing these days, it may well be asked, why did nearly 400 broadcasters want to spend two solid days in a convention discussing it? The answer was evident on and off the convention floor. In the meetings the delegates were eager to find out how other stations managed their news and editorials. Not all of them are editorializing yet, by any means, and the basic reason appeared on the second day of the sessions when the smooth flow of convention procedure erupted into real emotion during a panel discussion of "Politics, Candidates, and the Broadcaster."

For no one, it is clear, objects when a station editorializes against sin in general, or for mother and the flag. It is in potential trouble when it begins to fight the local city hall, or takes a partisan view of state and national politics. Then something happens that would make a newspaper publisher shudder and cry havoc. Anyone at all who is offended by a station's editorial can file a letter of complaint with the FCC, which is procedure-bound to write a formal letter to the station, informing it of the complaint and requesting an answer. More often than not this is simply routine, but stations fear getting that letter from the FCC, and the reason is the commission's power to renew or not renew its license. Mr. Minow encourages the broadcasters to do more editorializing and promises that the Commission will back them up. But what if the complainant is a powerful politician with influence on Capitol Hill, which is in turn the seat of the FCC's power? The Commission is the creation of Congress and is entirely subject to Congressional whim, for its budget and its very existence. Some Congressmen may not be above reminding Commission members of this fact.

Thus the cycle of underlying fear comes around full circle, because the Congressmen, in their turn, are apprehensive of what powerful radio and television opposition might do to their political fortunes back home. In such an atmosphere, it is understandable that when Mr. Minow urged the broadcasters gathered in Washington to go back home and editorialize freely as opinion leaders in the interests of "fair and accurate" coverage of the news, he left them interested but skeptical.

Radio and television stations are assuming increasingly the editorial status of newspapers, particularly in the growing number of one-newspaper towns. It is often an unequal contest in view of government control, many broadcasters believe, but most of them intend to keep on fighting for as much independence as they can get.

"Really, Harold, I'm no more anxious to see them than you are, but you know I can't tell them you're at death's door."

PRODUCED 2005 BY UNZ.ORG
ELECTRONIC REPRODUCTION PROHIBITED

MISCHIEVOUS RED FOX on a Weyerhaeuser tree farm. New trees nearby were established by hot-water seeding shortly after the virgin timber was harvested. Logged areas in background are contrasted to the clear cut land can be restocked by natural seeding from bordering trees.

Weyerhaeuser forestry is a plan for the centuries...

Satiny-smooth genuine wood paneling enhances the beauty of this attractive stair well. Such paneling is available in many woods and patterns at Weyerhaeuser 4-Square dealers from coast to coast.

On a Weyerhaeuser tree farm in the Pacific Northwest, weathered old stumps give way to a vigorous young timber crop. Each new tree symbolizes the fact that a forest can be both used and perpetuated by careful, conscientious management.

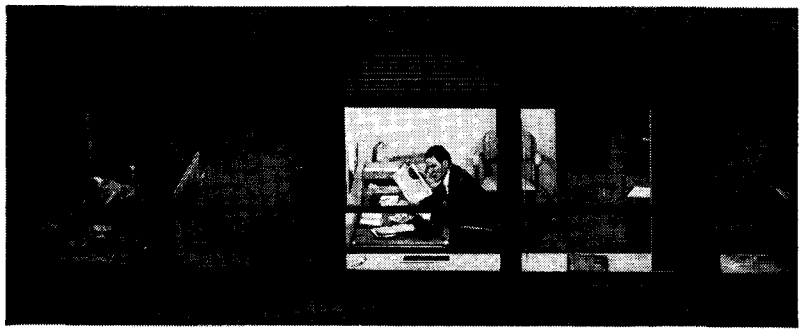
The secret lies in long-range planning of harvesting, reforestation and protection programs. In our own case, such plans consider the next century and beyond. They take into account the inevitable transition from old virgin forests to new, young forests.

To maintain a relatively even flow of wood during the transition, old-growth timber is harvested in limited volume and the land promptly restocked. When the new crops have a full range of age classes, from seedling to maturity, they will support perpetual cycles of annual harvests and reforestation. This is sustained yield forestry.

Wood, water, wildlife, recreation, payrolls, taxes and other benefits will always be provided by Weyerhaeuser timberlands, generation after generation. *Write us at Box A, Tacoma, Washington for a colorful free booklet, Forest Products from Tree Farm to You.*

Weyerhaeuser Company

Manufacturer of lumber, plywood, doors, wood pulp, paperboards, shipping containers, folding boxes, milk cartons, hardboards, particle board, Fir veneer, and bark and wood fiber products.



"Send me a man who reads!"

Is reading more important at the beginning of your career or later on? Read what International Paper found out by interviewing 100 management trainees and 100 executives.

A MAN'S success may hinge on his making the right decision at the right time. Why is it some men always seem to come up with the right answer? Here's what International Paper's latest research study revealed.

Young men going places

We studied the reading habits of 100 young businessmen who are members of management training programs and are considered likely to become executives. We found that these men read an average of 3 magazines and 12 newspapers a week.

Then we conducted an identical survey among 100 company vice presidents between the ages of 45 and 50. In a single week, these busy men found time to read an average of 3½ magazines and 15 newspapers. The conclusion is as clear as print:

Successful executives keep on reading.

Americans in every field are becoming acutely aware of the impact reading can have on their careers. They've found that reading gives them the facts they need to consistently come up with the right answers. The more they read, the more they have to work with.

And worthwhile reading is not confined to books, magazines and newspapers. Wherever you find it, the printed word can exert a powerful influence upon your life.

Reading: Source of action

An insurance mailing piece gets you started on a retirement plan. A little item buried deep in an annual report gives you a big new idea. A political leaflet sparks your interest in the local election.

The Government Printing Office is an extraordinary source of information. There are thousands of government pamphlets. You name it—chances are they've got it.

For a pamphlet on almost *any* subject, write the Government Printing Office, Washington 25, D. C. You'll get the advice of experts—probably for less than the price of a pack of cigarettes.

Reading is contagious—your children can catch it from you

Monkey see, monkey do. If you read a lot, chances are your children will too. Here's how you can develop the reading habit for yourself and your family:

One: Start off in a small way. Just fifteen minutes a day. Soon you'll be reading an hour a day.

Two: Make sure there are comfortable chairs, good lamps and at least one quiet place to read in your home.

Three: Take care to select worthwhile books. The better the books you and your family read, the more you will all enjoy reading.

Reading families get more out of life. And you only live once.

Free: Write to Box 15, Education Department, International Paper, 220 East 42nd St., New York 17, N. Y., for free reprints of this advertisement.

©International Paper Company 1961

INTERNATIONAL PAPER

Manufacturers of papers for magazines, books, newspapers • papers for home and office use • converting papers • papers and paperboards for packaging • labels • folding cartons • milk containers • shipping containers • multiwall bags • grocery and specialty bags and sacks • pulps for industry • lumber, plywood and other building materials

TOP ADS OF THE YEAR: Reproduced on this page are what *SR*'s Tenth Annual Advertising Awards Committee judged to be the most distinguished public interest advertisements of the year. For only the second time in the history of the awards, two campaigns tied for first place. Shown at the left above is an example from the Weyerhaeuser Company's campaign on forest conservation and tree farming to assure a permanent timber supply for America's industrial, recreational, and conservation needs. Below is an example from the campaign of International Paper Company on the rewards of reading and on the importance of printed media to the cultural health of our nation. Both these "idea" campaigns have also won top *SR* honors in previous years.

PRODUCED 2005 BY UNZ.ORG
ELECTRONIC REPRODUCTION PROHIBITED

A SHIELD FOR THE FUTURE

By WILLIAM D. PATTERSON

MODERN advertising is a mirror of America, warts and all, in which 180 million citizens find their needs and desires reflected every day. It is a $12 billion-a-year engine of persuasion that helps harness all our media of communication to the task of making our national economy produce some $560 billion worth of goods and services this year. It is a taste-maker extraordinary, a powerful shaper of values, a molder of opinion, and a prime transmitter of ideas and information in our society and our culture as well as our economy. It generates critical reactions ranging from agony to ecstasy.

Perhaps this is why it is a subject of such ardent debate today among government officials, scholars, business leaders, and the creators of advertising themselves. There are approximately 200 bills now before Congress that seek to regulate, aid, restrain, or otherwise influence some aspect of advertising activity in this country.

It is a curious paradox that even the most serious critics of contemporary advertising recognize that it is an essential handmaiden to an economy of mass production and abundance. The two appear, in sound economic fact, to be inseparable. One requires the other.

Yet, while advertising has flourished best in the United States, it is not exclusively an instrument of free enterprise. It is being practiced more and more widely in the Soviet Union as the historic shortages of various consumer goods there end and supply begins to catch up with demand. S. I. Hayakawa, a respected authority on language and semantics, wrote recently in a critical essay on some current U.S. advertising practices that he had "long argued that advertising would be just as necessary in a socialist as in a capitalist economy, if abundance of consumer goods were achieved."

But what is unique to the United States is the steadily developing use of advertising by American corporations to conduct a sort of philosophic dialogue with the citizen-consumers of our economic democracy. *Saturday Review* first became actively interested in this phenomenon ten years ago, although we had always been deeply concerned with the communications patterns through which public attitudes and actions are influenced in the United States.

In our economic democracy the survival as well as the prosperity of an industry or a corporation depend on basic public approval not only of its products but of its performance as a socially responsible institution. The market place is no longer the sole criterion or guarantor of success. There is also the forum of public opinion.

This process by which business became concerned that its policies, ideas, goals, and activities be clearly and favorably understood by the American people as citizens as well as consumers is described by public opinion analyst Elmo Roper in an article on page 72 as "perhaps the most significant corporate story of the century." Certainly it was the awareness of this development and a serious concern for the constructive impact of "idea" advertising on the American public that led *SR* ten years ago to establish its annual awards for distinguished advertising in the public interest.

It is rewarding and encouraging to look back over the achievements of advertising and business in their joint labors to communicate the concepts and actions of our leading corporations as good citizens of the U.S. community. As the "Ten Year Honor Roll" on page 60 indicates, such advertisements have done honor to the profession of advertising and to the mature sense of social responsibility of our most reputable business enterprises. These campaigns deserve the careful scrutiny of the critics of advertising in this time of intensive critical appraisal. These campaigns are not only a solid record of creative achievement, but a shield for the future for the champions of advertising. This is also true of the 1962 awards.

These tenth annual *SR* awards were

AWARDS COMMITTEE

Peter W. Allport, *President, Association of National Advertisers*
Peter Bart, *Advertising Editor, New York Times*
Leo Burnett, *Chairman of the Board, Leo Burnett Company, Inc.*
John H. Casey, *Professor of Journalism and Advertising, University of Oklahoma*
G. D. Crain, Jr., *Publisher, Advertising Age*
Barton A. Cummings, *President and Director, Compton Advertising, Inc.*
John P. Cunningham, *Chairman of the Board, Cunningham & Walsh, Inc.*
Ralph E. Eckerstrom, *Director, Design, Advertising and Public Relations, Container Corporation of America*
John R. Everett, *Chancellor, City University of New York*
Lamar Fearing, *President, International Paper Company*
Reynolds Girdler, *Vice President, Public Relations and Advertising, Sinclair Oil Corp.*
Paul C. Harper, Jr., *President, Needham, Louis & Brorby, Inc.*
Joseph Kaselow, *Advertising Editor, New York Herald Tribune*
Sigurd S. Larmon, *Chairman of the Board, Young & Rubicam, Inc.*
Thomas Mendenhall, *President, Smith College*
Alfred C. Neal, *President, Committee for Economic Development*
W. T. Okie, *President, J. M. Mathes, Inc.*
Theodore S. Repplier, *President, Advertising Council, Inc.*
Elmo Roper, *Public Opinion Consultant, Elmo Roper and Associates*
Nicholas Samstag, *President, Nicholas Samstag, Inc.*
Warner S. Shelly, *President, N. W. Ayer & Son, Inc.*
D. C. Stewart, *President, Kenyon & Eckhardt, Inc.*
A. H. Thiemann, *Second Vice President, New York Life Insurance Co.*
Willard L. Thompson, *Assistant to the President, University of Minnesota*
Henry M. Wriston, *President, American Assembly, Columbia University*

PRODUCED 2005 BY UNZ.ORG
ELECTRONIC REPRODUCTION PROHIBITED

10-YEAR HONOR ROLL

Top Award-Winning Campaigns During the Past Decade

YEAR	COMPANY	AGENCY
1953	John Hancock Mutual Life Insurance Co.	*McCann-Erickson, Inc.*
1954	Metropolitan Life Insurance Co.	*Young & Rubicam, Inc.*
1955	Metropolitan Life Insurance Co.	*Young & Rubicam, Inc.*
1956	Caterpillar Tractor Co.	*N. W. Ayer & Son, Inc.*
1957	Weyerhaeuser Co.	*Cole & Weber, Inc.*
1958	E. R. Squibb & Sons	*Cunningham & Walsh, Inc.*
1959	Weyerhaeuser Co.	*Cole & Weber, Inc.*
1960	Container Corporation of America	*N. W. Ayer & Son, Inc.*
1961	International Paper Company	*Ogilvy, Benson & Mather, Inc.*
	New York Life Insurance Co.	*Compton Advertising, Inc.*
1962	International Paper Company	*Ogilvy, Benson & Mather, Inc.*
	Weyerhaeuser Co.	*Cole & Weber, Inc.*

TENTH ANNUAL *SR* AWARDS: There follow in alphabetical order the names of the thirty campaigns that won *Saturday Review*'s Tenth Annual Awards for distinguished advertising in the public interest, along with the names of the agencies that prepared the winning advertisements:

COMPANY	AGENCY
Armour & Co.	*Foote, Cone & Belding, Inc.*
Bell Telephone Laboratories	*N. W. Ayer & Son, Inc.*
British Travel Association	*Ogilvy, Benson & Mather, Inc.*
Caterpillar Tractor Co.	*N. W. Ayer & Son, Inc.*
Commonwealth of Puerto Rico	*Ogilvy, Benson & Mather, Inc.*
Container Corporation of America	*N. W. Ayer & Son, Inc.*
Fairbanks Whitney Corporation	*Reach, McClinton & Co., Inc.*
Ford Motor Co.	*Kenyon & Eckhardt, Inc.*
John Hancock Mutual Life Insurance Co.	*McCann-Erickson, Inc.*
International Paper Co.	*Ogilvy, Benson & Mather, Inc.*
Merrill Lynch, Pierce, Fenner & Smith, Inc.	*Albert Frank-Guenther Law, Inc.*
Metropolitan Life Insurance Co.	*Young & Rubicam, Inc.*
Newsweek	*J. M. Hickerson, Inc.*
New York Life Insurance Co.	*Compton Advertising, Inc.*
New York State Department of Commerce	*Batten, Barton, Durstine & Osborn, Inc.*
North American Aviation, Inc.	*Batten, Barton, Durstine & Osborn, Inc.*
Olin Mathieson Chemical Corporation	*Doyle Dane Bernbach, Inc.*
Pan American World Airways	*J. Walter Thompson Co.*
Parke Davis & Company	*Young & Rubicam, Inc.*
The Prudential Insurance Co. of America	*Reach, McClinton & Co., Inc.*
Saturday Evening Post	*Batten, Barton, Durstine & Osborn, Inc.*
Sears Roebuck & Co.	*Ogilvy, Benson & Mather, Inc.*
Shell Oil Co. (Research)	*Kenyon & Eckhardt, Inc.*
Shell Oil Co. (Trademark)	*Kenyon & Eckhardt, Inc.*
Sinclair Oil Corporation	*Geyer, Morey, Madden & Ballard*
Standard Oil Co. (New Jersey)	*Needham, Louis & Brorby, Inc.*
Tennessee Gas Transmission Co.	*Reach, McClinton & Co., Inc.*
United States Steel Corporation (Leadership)	*Batten, Barton, Durstine & Osborn, Inc.*
Westinghouse (Corporate)	*Ketchum, MacLeod & Grove, Inc.*
Weyerhaeuser Co.	*Cole & Weber, Inc.*

SPECIAL MENTION:

The Advertising Council Goals for Americans	*Young & Rubicam, Inc.*
The American Cancer Society: If You Never Knew a Cancer Victim	*Ogilvy, Benson & Mather, Inc.*
National Book Committee, Inc: National Library Week	*Doyle Dane Bernbach, Inc.*

Because of the closeness of voting in the Committee of Judges, eight runners-up for awards are also listed here in alphabetical order:

COMPANY	AGENCY
Ethyl Corporation	*Young & Rubicam, Inc.*
Hartford Insurance Group	*McCann-Marschalk Co., Inc.*
New York Herald Tribune	*Papert, Koenig, Lois, Inc.*
New York Stock Exchange	*Compton Advertising, Inc.*
Union Carbide Corporation	*J. M. Mathes, Inc.*
United States Steel Corporation (General Consumer)	*Batten, Barton, Durstine & Osborn, Inc.*
Warner & Swasey Co.	*The Griswold Eshleman Co.*
Western Electric Co., Inc.	*Cunningham & Walsh, Inc.*

decided upon by a committee of twenty-five judges, consisting of prominent educators, editors, teachers, publishers, public opinion analysts, and advertising and public relations executives. Their willingness to serve on this committee is persuasive evidence of the serious impact of institutional advertising on public attitudes and of the significant role of such advertising in the U.S. communications system.

Out of over 200 campaigns among the impressive variety of public interest advertising that appears in general magazines week after week, month after month in the United States, the field was winnowed down to ninety-four finalists this year. From these finalists the screening and judging process eventually narrowed the field down to thirty campaigns to be cited for distinguished achievement. In addition, the public service campaigns of the American Cancer Society, of the National Book Committee, and the American Library Association, and of the Advertising Council, the nonprofit, public-service arm of the business and advertising communities, were cited for superior contributions to the public interest. The remarkable public service record of the Advertising Council during the past twenty years is reviewed in an article starting on page 65.

In recognition of the influence of television and radio in the nation's complex of cultural communication, the judges cited seven programs—the smallest number in several years—which they thought had served the public interest well in both content and execution.

The voting was very close this year. For only the second time in the history of *SR*'s awards, two campaigns tied for first place. The seven advertising campaigns that received the most votes are listed below in the order in which the judges named them. It will be noted that the balloting was so intense that four campaigns tied for fourth place.

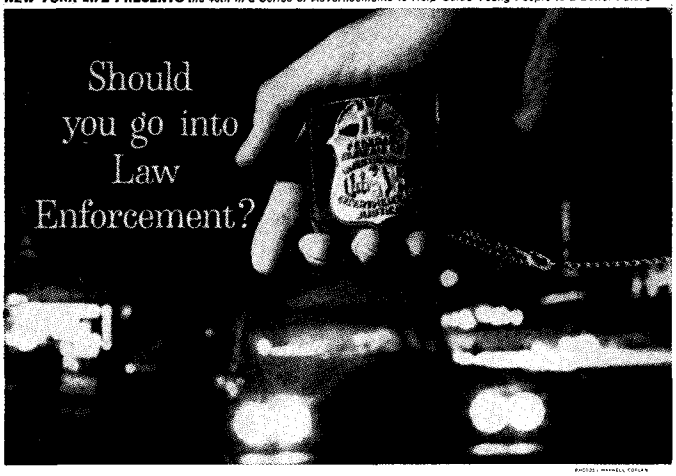
1. International Paper Co.
   Weyerhaeuser Company
3. Container Corporation of America.
4. Olin Mathieson Chemical Corporation
   Merrill Lynch, Pierce, Fenner & Smith, Inc.
   Armour & Co.
   New York Life Insurance Co.

Details of the various awards are given in the boxes on these pages. Several of the winning advertisements are also reproduced. They both deserve and reward study.

Year after year there have been numerous changes in the list of winners. There are several newcomers this year, and several strong contenders from past years lost out, for the range, volume, and variety of public interest

PRODUCED 2005 BY UNZ.ORG
ELECTRONIC REPRODUCTION PROHIBITED

NEW YORK LIFE PRESENTS the 46th in a Series of Advertisements to Help Guide Young People to a Better Future



by J. EDGAR HOOVER

Director, Federal Bureau of Investigation, United States Department of Justice, as told to Lester David

OUR COUNTRY is confronted today with the worst era of lawlessness in its history.

Consider these shocking facts: every four minutes that tick off on the clock, another human being is the victim of a murder, forcible rape or assault to kill. Every 46 seconds a burglary is committed, and each hour of the day and night 33 more automobiles are stolen from their owners. *In the time it has taken you to reach the end of this paragraph—about 20 seconds—a serious crime of some kind has occurred in the 50 states!*

The human suffering caused by lawbreakers is limitless. The financial cost—$22,000,000,000 every year—is staggering. Thus the conclusion is clear:

Never before has there been such an urgent need for dedicated young men and women to enlist in the war against the crime colossus in America. Never before has our nation so needed the support of all its citizens to maintain and improve our standards of morality.

Right now, an army of more than 315,000 law enforcement officers is fighting that war in our federal, state and local law enforcement agencies. It is a large force but I cannot stress this too strongly: *It is not large enough.*

New recruits, well-trained and unswerving in their devotion to justice, are critically wanted. To these young people, the law enforcement profession offers a life of challenging, dedicated service to community and to country.

Enforcement is but one of the two facets of this service that awaits newcomers to the profession. The other lies in that equally broad and vital area—the prevention of crime. Officers work closely with the thousands of dedicated teachers, social workers, recreation leaders and church workers to raise standards of personal morality among our people and to keep our nation clean, decent and vigorous.

The profession offers a number of specific opportunities as well:

There is a broad field for the scientifically minded young person who wishes to specialize in ballistics, fingerprinting, communications or any of the other fascinating and diverse fields that are now an integral part of law enforcement.

The opportunity for advancement to positions of great trust and responsibility is available to qualified personnel. From today's recruits must come the law enforcement executives of tomorrow, the officials who plan, co-ordinate and administer departments of law enforcement agencies or the agencies themselves. These officials attain the respect and admiration of neighbors, friends and fellow citizens. It is unquestionably true that officers who move into high-ranking positions are also leaders in community life.

A Specialized Profession

I hope you have noticed that I refer to this vital work as a "profession." It is exactly that! You see, law enforcement has moved into an entirely new era. Gone are the days when a recruit was sent into the streets with no more equipment and training than a badge, a stick and a list of rules. Today the field is highly specialized, calling for a keen intelligence to master and apply the complex techniques now employed in crime detection and prevention.

As a result, the nation's law enforcement agencies are attracting young persons of high caliber, many of them college graduates. Studies have actually shown that the educational background of America's police officers today is higher than at any other time in our history.

It is important to understand why a career in law enforcement now appeals strongly to the above-average person.

First, cleanliness attracts cleanliness. An aroused public conscience has rooted out, and is continuing to expunge, corruption wherever it is found infesting our police departments. While some bad apples remain, the ugly aura of scandal that made law enforcement work unsavory in the past has all but disappeared today.

Second, law enforcement now offers the same intellectual challenge as other scientific pursuits. This is true inasmuch as the profession has become far more technical. One of the police officer's most potent weapons is the scientific crime laboratory. There, the heelprint, the toolmark, the altered document, the microscopic paint chip can provide the essential bit of evidence linking the criminal to his crime.

Third, the increasing emphasis on crime prevention has added a new dimension to the profession. An individual has the added satisfaction of knowing that while he helps protect his community, he is also keeping other human beings from making tragic wastes of their lives.

No matter where his duties may take him, a law enforcement officer knows that his prime objective is to prevent the crime from happening at all. Indeed, special bureaus charged with crime prevention have been set up in departments all over the country. These generally work with young people to help create finer citizens and human beings.

Fourth, there is the realization that those qualified by experience, performance and academic training can win promotion to positions of command, including assignments at the very top levels.

Demands and Rewards

What, specifically, are the duties and responsibilities of a law enforcement officer?

He protects life and property. He preserves the peace. He prevents crime. He detects and apprehends violators of the law. He safeguards the rights of the individual. He enforces laws and ordinances.

These are the definitions you have heard, but the bare words hardly convey the full meaning of the task.

They do not tell you, for example, that a law enforcement officer comes into daily contact with the raw material of life itself; that he is a witness to humanity in moments of crisis; that he must match his intelligence and bravery against the cunning of criminals; that lives, including his own, can hinge on a split-second decision he may be required to make.

They do not say how long and selflessly an officer will work to establish, not only the guilt, but also the innocence of an arrested man.

They say nothing of the wonderful satisfaction of working with youngsters in the various police-sponsored juvenile programs, and helping to instill in them a life-long respect for the laws of our land.

Nor, finally, do they reveal how a person can feel, deep in his soul, when he knows that he is in the front line of the battle against hatemongers and subversive elements that would degrade and even destroy our country.

The scientific crime laboratory plays a major part in law enforcement. There, specialists can link a criminal to his crime through the merest bit of evidence.

There are more than 40,000 law enforcement units throughout the nation where you, when properly qualified, may apply. These range from the village police force and sheriff's department on the local level, to Federal agencies such as the United States Secret Service and Federal Bureau of Investigation. In your state, you can select the State Police or Highway Patrol, among others. You can also become a probation or parole officer, or choose a career in correctional work.

Character Requirements

Are there any special personal qualifications for law enforcement work? Indeed there are:

The profession calls for sound health, physical stamina and a plentiful supply of courage.

It calls for the emotional stability to cope with crises.

It calls for the ability to work with others as a team. Despite popular belief, there are no individual stars in law enforcement work. Anyone with strong personal ambitions for the limelight would be well advised to look elsewhere.

Above all else, it calls for integrity, unimpeachable and absolute.

A young man can start preparing for a law enforcement career early in life. He can engage in sports that will keep him physically fit. He can join groups such as the Boy Scouts and Boys' Clubs of America which encourage character development. He can work with his school safety patrol.

The courses that can prove most valuable to him are American history, sociology, psychology, chemistry, physics, criminology, civics and government, English, report writing, business law, economics, public speaking, physical education, typing and shorthand.

A high school education is the minimum schooling required by most law enforcement units. Many junior colleges, colleges and universities now offer courses in the field, some leading to academic degrees.

Salary and Security

How about salaries and hours? And, to be realistic, what about the unpleasant aspects of the profession?

I often tell young people: "You will never become rich if you follow a law enforcement career except in the satisfactions that come from within." While pay has improved in recent years, it is still too low in some areas. Salaries vary from unit to unit, but generally average about $5,000 annually for patrolmen in the larger cities. Earnings are somewhat less in smaller communities. High officials can earn a great deal more, depending on their duties.

If a law enforcement officer's earnings are not high, he does have the important twin advantages of job security and pension and retirement rights because of his civil service status.

Hours of work average between 40 and 48 weekly, depending on the community, but can be much longer in emergencies. Once he accepts his badge, an officer is subject to instant call to duty any hour of the day or night.

This irregularity of hours and the consequent disruption of home life is a hard fact that must be clearly understood and accepted at the start. Another is the blunt truth that the work can be dangerous. Every year, an average of 54 police employees sacrifice their lives in the line of duty. Still another physical hazard: an officer may be assigned to work outdoors, often for hours on end, in any extreme of weather.

Policewomen Needed

Are there opportunities for women in law enforcement? Certainly. There are many thousands of women in this field all over the country. Unquestionably, the profession has achieved recognition as an outstanding one for girls interested in a career. And for good reason: the assignment offers a girl an unparalleled chance to participate in work that is at once fascinating, adventurous and valuable to her community.

The exploits of America's policewomen are noteworthy. They have captured gunmen, helped crack narcotics rings, brought blackmailers and embezzlers to book and worked side by side with the men on difficult and dangerous cases.

A high school education is generally required of applicants for policewomen, while some law enforcement units also stipulate that women have some prior training in social work. Usually policewomen have the same hours, pay and civil service status as policemen.

I can think of no career that can offer the individual a greater sense of accomplishment than law enforcement. Certainly, there are few others as significant to the welfare of our nation in these anxious times.

Booklets Available on Many Careers

This article is one of a continuing series on career opportunities for young men and women. Each is available in booklet form. Additional help will be found in "The Cost of Four Years of College." Use the coupon to indicate booklets you wish.

NEW YORK LIFE INSURANCE CO.
Career Information Service, Box 51 (Sylvia)
Madison Square Station, N.Y. 10, N. Y.

Please send me, without obligation, the booklets I have underlined.

NAME

ADDRESS

CITY ZONE

STATE

Accountant · Advertising · Aeronautical Engineer · Architect · Armed Forces · Atomic Scientist · Banker · Biologist · Business for Yourself · Chemist · City Planning · Clergy · Counselor · Dentist · Doctor · Electronic Engineer · Engineer · Farmer · Food Retailing · Foreign Service · Forester · Home Economist · Hospital Administrator · Law Enforcement · Lawyer · Librarian · Life Insurance · Mathematician · Medical Technologist · Mineral Industry · Newspaperman · Nurse · Personnel Work · Pharmacist · Physicist · Printing Industry · Public Relations · Public Servant · Rehabilitation Services · Retailing · Salesman · Scientist · Secretary · Social Worker · Teacher · Traffic Manager · The Cost of Four Years of College

Copyright 1961, New York Life Insurance Company

LEADING PUBLIC SERVICE AD: The awards judges named as a leading example of Public Service advertising the campaign of the New York Life Insurance Company. This outstanding series discusses the qualifications, rewards, and prospects that various career jobs hold for young people in America's changing society and economy. Each ad is written by an authority.

advertising these days are outstanding.

Special mention must be made of the distinguished campaign of the Weyerhaeuser Company, devoted to forest conservation and tree farming as means of insuring a permanent timber supply for our national needs. This campaign not only tied for top honors this year, but in two previous years was named the No. 1 Public Interest advertisement by *SR*'s judges. No other corporate campaign has scored so heavily. Likewise, the campaign of International Paper Co. should be noted. In tieing for first place this year it repeated its achievement of last year, when it also tied for top ranking.

The consistent quality of the various campaigns judged this year is perhaps indicated by the fact that only four votes separated the top seven, that the thirty award-winning campaigns were all within ten votes of each other, and that there were numerous ties.

In ideas, artwork, text, information, and viewpoint all of these campaigns had something important, useful, or interesting to say and said it well. It is a pity that space does not permit the reproduction of all of them as well as of the runners-up, for they represent a record from which American advertising and business can well take comfort.

The criteria for evaluating the various campaigns, as set forth on the ballot used by the judges, follow:

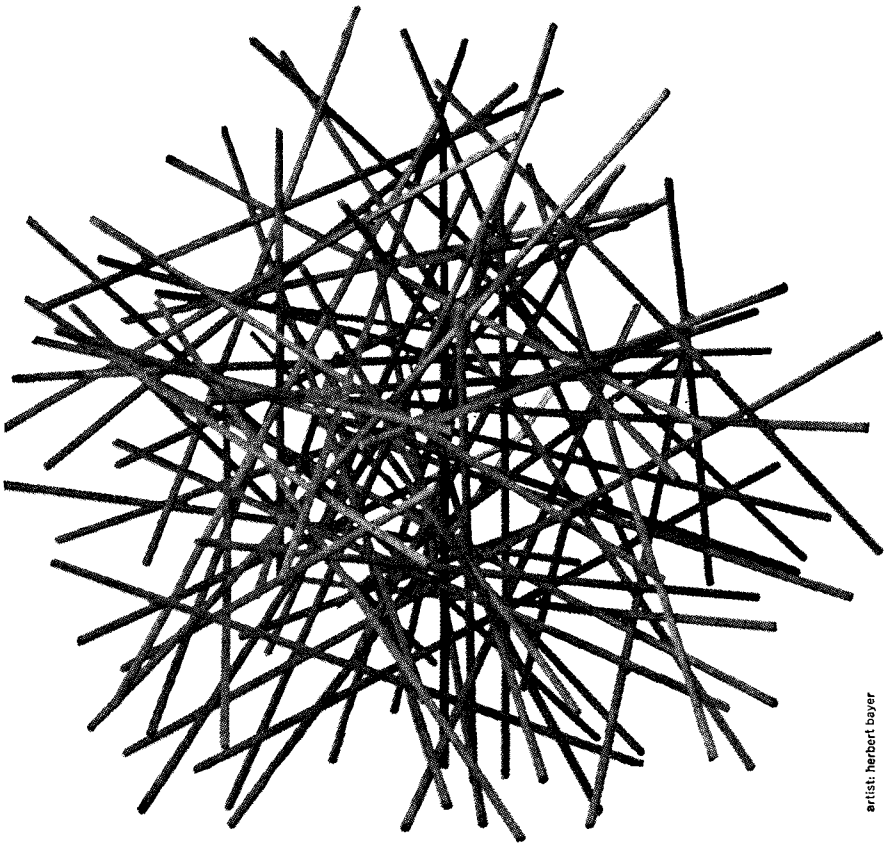
"The campaigns all lie within the broad definition of public interest advertising because they provide information about a company, an industry, or some aspect of life or thought in the U.S. which it is useful for the public to know or be made freshly aware of.

"Within the broad, general framework of this definition, there are three more specific categories of public interest advertising. They are: (1) corporate advertising, which explains the continuing research, the engineering or management efforts a company makes to improve its products or services; (2) public relations advertising, through

PUBLIC SERVICE CAMPAIGNS: In the balloting for the over-all Awards for Public Interest Advertising, the judges also voted for the various campaigns in three special categories to add precision to their votes. This box lists in alphabetical order the winners in the Public Service category. In two boxes on the following pages winners are also listed in the other two special categories, Public Relations and Corporate.

COMPANY	AGENCY
Caterpillar Tractor Company	*N. W. Ayer & Son, Inc.*
International Paper Company	*Ogilvy, Benson & Mather, Inc.*
Maryland Casualty Company	*J. M. Mathes, Inc.*
Merrill Lynch, Pierce, Fenner & Smith, Inc.	*Albert Frank-Guenther Law, Inc.*
Metropolitan Life Insurance Company	*Young & Rubicam, Inc.*
National Book Committee, Inc.	*Doyle Dane Bernbach, Inc.*
Nationwide Insurance Company	*Ben Sackheim, Inc.*
New York Life Insurance Company	*Compton Advertising, Inc.*
New York Stock Exchange	*Compton Advertising, Inc.*
Olin Mathieson Chemical Corporation	*Doyle Dane Bernbach, Inc.*

PRODUCED 2005 BY UNZ.ORG
ELECTRONIC REPRODUCTION PROHIBITED



artist: herbert bayer

every	at	is	a minority
new	its	precisely	of
opinion,	starting,	in	one.

THOMAS CARLYLE (HEROES AND HERO WORSHIP, II, 1840, LECTURE IN LONDON, MAY 8.)

GREAT IDEAS OF WESTERN MAN...ONE OF A SERIES CONTAINER CORPORATION OF AMERICA CCA

TOP PUBLIC RELATIONS AD: A much debated campaign was named by the awards judges as outstanding in this year's Public Relations category. It was Container Corporation's celebrated series of advertisements on the "Great Ideas of Western Man."

PUBLIC RELATIONS CAMPAIGNS: An alphabetical list of the winners follows:

COMPANY	AGENCY
American Telephone & Telegraph Co.	*N. W. Ayer & Son, Inc.*
Bell Telephone Laboratories	*N. W. Ayer & Son, Inc.*
Commonwealth of Puerto Rico	*Ogilvy, Benson & Mather, Inc.*
Container Corporation of America	*N. W. Ayer & Son, Inc.*
John Hancock Mutual Life Insurance Co.	*McCann-Erickson, Inc.*
International Paper Company	*Ogilvy, Benson & Mather, Inc.*
New York State Department of Commerce	*Batten, Barton, Durstine & Osborn, Inc.*
Olin Mathieson Chemical Corporation	*Doyle Dane Bernbach, Inc.*
Pan American World Airways	*J. Walter Thompson Co.*
Parke Davis & Company	*Young & Rubicam, Inc.*
Saturday Evening Post	*Batten, Barton, Durstine & Osborn, Inc.*
Weyerhaeuser Company	*Cole & Weber, Inc.*

which a company or industry discusses the problems, policies, social philosophy, or economic goals of the company or industry, or illuminates some aspect of the American scene or background, or discusses the basic principles of American enterprise in a way to shed light for the reader on the economy or society in which he lives; and (3) public service advertising, which is designed to promote voluntary individual actions to solve national problems, usually problems which have been certified by the Advertising Council, such as better roads, preventing forest fires, better schools, highway safety, encouraging religion in American life, the buying of U.S. savings bonds, voting in national elections, reducing prejudice, and other worthwhile causes.

"The dividing line between these categories, while significant, is quite thin, and often elusive of precise definition. Some campaigns may conceivably fall into two or even three of these categories. At other times the category of the campaign is quite clear.

"Criteria: The following factors should be considered in evaluating the effectiveness of the campaign as a form of idea communication in the public interest: (1) Theme: the extent to which it enlarged the reader's knowledge of our American social, cultural, or economic institutions, traditions, or problems. (The judges may or may not agree with the point of view of the theme, but may agree that it is useful to have the point of view stated); (2) Text: especially style, readability, impact, objectivity, clarity, precision, and pointedness; (3) Layout: typography, artwork, and general design; (4) Overall originality: taste, freshness, and imaginativeness of conception, execution, and creative vision within the strict bounds of honesty of presentation.

"To help the judges define the intent of their votes more precisely the ballot permits you to vote not only for a campaign under the general criteria of public interest, but also under one of the three subcategories."

In something as subtle and complex as modern advertising, it was recognized that the above criteria were more benchmarks than rigid rules for judging the campaigns, and it was also acknowledged that individual reactions must in most cases be subjective as well as objective.

The thematic variety, the creative imagination, the technical skill of the winning advertisements add up to a gallery of communicative achievement of which American business and advertising can be proud.

Professor David M. Potter, chairman of American Studies at Yale University,

PRODUCED 2005 BY UNZ.ORG
ELECTRONIC REPRODUCTION PROHIBITED

Now– chops and steaks you don't keep in the refrigerator

New Armour freeze-dried foods keep their fresh meat flavor and texture right on your kitchen shelf

Less than twenty minutes before they were photographed, these boneless center-cut pork chops were on a cupboard shelf, sealed in an airtight aluminum foil bag. They weighed one ounce apiece.

The chops were placed in a dish of cold water. Fifteen minutes later they went into the frying pan weighing four ounces each. In a moment or two they'll be ready to eat and they'll taste exactly like fresh chops—tender, succulent.

Pork chops are one of Armour's amazing new *freeze-dried foods that can be kept indefinitely* without refrigeration. Steak, scrambled eggs, well-seasoned chicken and vegetable combinations, and hearty beef stew are among the tempting Star Lite freeze-dried dishes Armour now has available for campers, hunters, fishermen, and the like.

Coming soon will be a variety of products for home use.

As early as the 1920's, freeze-drying experiments were underway in various European countries, and in America. But it was World War II that gave food technologists the major impetus to develop this new and better way to preserve food.

In England, interest was high because of wartime food shortages. In the United States, the Army considered replacing traditional field rations with freeze-dried foods—both because they are fresh-tasting and more nutritious, and because they are simpler to prepare, lighter to carry, more adaptable in every way to feeding troops under battle conditions.

The years of serious research and development began. Armour scientists were in the forefront, co-operating with such old hands as the Danish inventors of some early freeze-dry equipment, and with the labs of the British Ministry of Foods, Agriculture, and Fisheries at Aberdeen, Scotland.

By 1955 Armour was supplying the U. S. Army with freeze-dried meat. In 1959, a freeze-drying process was perfected that Armour realized could be the greatest breakthrough in food preservation since modern canning methods were introduced. The go-ahead was given to prepare for volume production.

The process both freezes and dries food. By extracting moisture while the food is frozen, the moisture is removed as vapor without going through the liquid state. So the food keeps its normal shape and size. None of the nutritional value is lost. Soluble proteins, sugars, and natural salts—so important to flavor and freshness —stay where they belong, inside the food.

The Star Lite line of freeze-dried foods is the first consumer result of Armour research on this revolutionary process.

Freeze-dried foods are products of the Concentrated Foods Development Department of the Armour Grocery Products Division. This is an advanced research facility devoted to studying the science of food preservation.

The Armour Grocery Products Division itself is just one of many highly diversified enterprises that make up the dynamic and growing organization that is today's Armour and Company.

New medical, industrial, and agricultural needs are being met every day by these varied industries. At the same time they are producing some of the best known products in your supermarket and pharmacy.

Address inquiries to: Vice President and General Manager, Grocery Products Division, Armour and Company, 1355 West 31st Street, Chicago 9, Illinois.

the new Armour and Company

A spread advertisement reprinted from FORTUNE, June 1960

TOP CORPORATE AD: An earmark of public confidence in a corporation is its success in introducing new products and maintaining an effective research development program. Above is reproduced an ad by Armour and Company selected as tops in the Corporate category for its direct, dramatic presentation of an old product, chops, in a new, scientifically improved form.

has described advertising as "one of the very limited group of institutions which can properly be called 'instruments of social control.'" Such instruments, according to Professor Potter, include the church, government, schools, business, and the press.

In his critical essay, referred to above, Professor Hayakawa observed that "there should be something of a balance among the great communications systems of any civilization: government, religion, art, education, and industry."

In its "Great Ideas of Western Man" campaign, which was named third among the top seven this year, one of the Container Corporation of America's ads was based on the quotation of Thomas Carlyle, "Every new opinion, at its starting, is precisely a minority of one."

One day earlier in this century some one executive concluded that his corporation had a stake in public opinion and decided on the then unprecedented step of using the special powers of advertising to state his case to the American people.

He was precisely in a minority of one, for a moment at least. Today his philosophy and his original practice have been refined and expanded by our business leadership to use advertising not only as an instrument of social control but as an instrument to serve the public interest.

A case for the public and private benefits derived from such advertising is presented by an experienced practitioner on page 69. Actual examples are analyzed to show concretely how such advertising, wisely used, can serve the public interest as well as the private purposes of an imaginative advertiser. This article reinforces the findings of the awards judges.

This fact of mutual purpose in public interest advertising has become evident to *SR* during the ten years of these awards. It has inspired confidence that this concept of communications responsibility will continue to strengthen public interest advertising in the future and to enlist the support of more and more corporations and industries in a period when all our standards and purposes are under challenge.

CORPORATE CAMPAIGNS: An alphabetical list of the winners:

COMPANY	AGENCY
Armour & Company	*Foote, Cone & Belding, Inc.*
Fairbanks Whitney Corporation	*Reach, McClinton & Co., Inc.*
Ford Motor Company	*Kenyon & Eckhardt, Inc.*
North American Aviation Co., Inc.	*Batten, Barton, Durstine & Osborn, Inc.*
Sears Roebuck & Company	*Ogilvy, Benson & Mather, Inc.*
Shell Oil Company (Research)	*Kenyon & Eckhardt, Inc.*
Union Carbide Corporation	*J. M. Mathes, Inc.*
United States Steel Corporation (Leadership)	*Batten, Barton, Durstine & Osborn, Inc.*
Westinghouse	*Ketchum, MacLeod & Grove, Inc.*
Weyerhaeuser Company	*Cole & Weber, Inc.*

PRODUCED 2005 BY UNZ.ORG
ELECTRONIC REPRODUCTION PROHIBITED

We are challenged as a people
We are summoned as a nation
Together we face the urgent problems of worldwide unrest and precarious peace. Individually we are called to join our private efforts in public purpose during the decade of decision ahead. The guidelines are set in a timely new Report on National Goals.
WE ARE CHALLENGED
We are challenged, each of us, to make a single choice; live our freedoms or lose our liberties.
We are challenged to this task by a world split in three upon crisis and change. One-third is militant imperialist. One-third struggles to shed degradation. One-third stands guardedly free.
We are challenged by the first: Communism pursues the tyranny of man with zeal and ruthlessness. Powering its purpose is the mushrooming growth of Soviet and Red Chinese might. Both are hugely skilled in political subversion and propaganda. Both are dedicated to their ideology and our downfall. Both offer unrelenting and mounting competition in industry, science, commerce, education, arts, athletics, and above all in the world arena of ideas.
We are challenged by the second: Millions of people are roused from ancient sleep. They waver between chaotic conflict and orderly development. Communism exploits their confusion. We seek to bring them into a world of individual freedom under law. We seek this not merely for our security. The world is grown too small for anything less than moral kinship.
We are challenged by the third: The problems of our free society demand exceptional attention today. Our freedoms exist in a twilight world of neither peace nor war but constant tension. Overhead hangs a nuclear question mark. Without first solving our own problems and strengthening our own freedoms we cannot meet any of our challenges. We cannot withstand tyranny. We cannot inspire mankind. We cannot gain safe disarmament. We cannot survive.
We are challenged by an iron discipline and a dedicated zeal, Communism's unrelenting drive to world domination.
HOW MUST WE MEET OUR CHALLENGES?
A timely new Report titled "Goals for Americans" provides inspiration for our thoughts, our hopes, our actions. Underlying its proposals—detailed below—are these fundamentals:
To meet our challenges we need to prove that we deserve to survive; to realize that democracy is not a gift but a task and that our rights and responsibilities are inseparable.
To meet our challenges we need to strike a balance between purpose and comfort in our private lives; to pair the pursuit of happiness with the pursuit of excellence; to reject mediocrity and seek greatness in the exhilaration of meaningful achievement.
To meet our challenges we need continually to set ourselves new goals for new endeavors; the first being to know as individuals who we are, what we are, and where we are going; the second being a renewal of faith in the value of the individual, because ideas come only from individuals, and progress comes only from ideas.
We are challenged by the hopes of impoverished millions who struggle now to shed the degradation of centuries.
To meet our challenges we need to view our public goals as our private goals. The summons of the times is a sharply personal one. It is addressed to the nation. We are the nation. We as individuals decide—not just our own future, but the nation's future. That future presses upon us now.
WE ARE SUMMONED
We are summoned, each of us, by an eventful and timely new Report titled "Goals for Americans." It has been prepared by a non-partisan commission of distinguished Americans acting under Presidential directive. President Eisenhower and President Kennedy both urge you to read it and think about it now.
The report is a beginning, not a solution. It is constructive, yet necessarily controversial. You may agree with it. You may not. You will however recognize that there is much to be done—and much that you can do.
The report is available in either hard cover, paperback or digest form. Get a copy today. Within it you will find a summons to personal and national greatness based on these central themes:
We are summoned to build a nation and a world in which all are free to fulfill their individual destiny. That is our central goal. To achieve it, the Report sets these major objectives:
At home we must—
1. Improve education so that every child is educated to his full capacity.
2. Reduce the last stubborn barriers to full respect for every individual—especially the barrier of race.
3. Reduce unemployment and achieve an economic growth rate that will assure the U.S. the maximum competitive strength.
4. Enlarge our knowledge through pursuit of the arts and sciences.
5. Bring high quality medical care within every American's reach.
6. Strengthen the workings of the democratic process at every level.
We are challenged by a twilight world of neither peace nor war, an age dark with the shadow of hanging tension.
Abroad we must—
1. Thwart communist aggression and subversion throughout the world. Extend the opportunities for free choice and self-determination to all.
2. Seek safeguarded arms stabilization immediately, complete disarmament ultimately.
3. Confine outbreaks of violence wherever they occur within the world.
4. Strengthen the United Nations through increased support.
And to extend freedom throughout the world we must—
1. Show uncommitted nations that they can best attain their own goals by free world methods.
2. Increase free world trade.
3. Join our allies in increasing total aid to undeveloped lands.
4. Above all, strengthen our own sense of dedication to democracy's traditions and ideals.
GOALS for Americans
HOW TO MAKE OUR NATIONAL GOALS YOUR PERSONAL GOALS
• Work to give everybody an equal chance—regardless of race, color or creed.
• Give time and your best thought to improving schools in your community. Give education your fullest financial support.
• Use part of your time to solve some of our problems. Welcome civic responsibility. Seek local and public office. Form a boys' club to combat delinquency. Pursue adult education. Serve a tour of duty with government.
• Hold yourself and others to the highest standards of honesty and excellence.
• Consider your country's needs as well as your own when deciding on a course of action—your choice of a career, your children's choice, your business decisions, family habits, your vote. Your actions affect everything from local government to foreign policy.
• Live your freedom. Believe and act upon the dignity, worth and power of the individual.

PUBLIC SERVICE ADVERTISING: An advertising theme endorsed and sponsored by the Advertising Council was selected by the judges as outstanding in this field for the form in which it was treated above. Created by Young & Rubicam, this advertisement powerfully defines national goals for Americans that Presidents Kennedy and Eisenhower approved as the price of democratic survival. This is only one of many public service messages from the Council that have been carried to the American public on behalf of better schools, safer highways, forest fire prevention, etc., by national magazines, newspapers, and radio and television stations that contributed more than $225 million worth of free space or time during 1961 alone. Other such campaigns cited by the judges were those of the American Cancer Society, the National Book Committee, and the American Library Association.

SR's TV AND RADIO CITATIONS: There follow the details of the seven television and radio programs cited by *Saturday Review*'s 1962 Awards Committee for distinguished achievement in the public interest.

R. J. REYNOLDS TOBACCO CO. THE HUNTLEY-BRINKLEY REPORT NBC-TV
TEXACO, INC.
The team of Chet Huntley and David Brinkley has continued to perform responsibly at a general level much above what passes for news coverage elsewhere, being unafraid to take an editorial position, to comment sharply, to express viewpoints that by television standards are courageous and provocative.

AMERICAN TELEPHONE & TELEGRAPH CO. CBS REPORTS CBS-TV
For mature, responsible reporting on major issues and developments, domestic or international, that involve the American people and their institutions, with special commendation for "Biography of a Bookie Joint," an imaginative exercise in original journalism that dramatically demonstrated the power of television to inform public opinion and generate public action.

FORD MOTOR COMPANY LEONARD BERNSTEIN AND THE NEW YORK PHILHARMONIC CBS-TV
Scheduled in prime evening time, this series presented splendid classical concerts with masterly commentaries by the conductor that enabled a greatly expanded audience to enjoy great music as played by a great orchestra.

MEAD JOHNSON & CO. NBC WHITE PAPER NBC-TV
TIMEX CORPORATION
For a significant effort to present forthright documentaries on topics of national and international interest to the American people; and especially for the journalistic enterprise and courage displayed in the report "Angola—Journey to a War," which combined vivid on-the-scene coverage with a frank editorial viewpoint.

HALLMARK CARDS, INC. HALLMARK HALL OF FAME NBC-TV
For distinguished dramatic programs of outstanding quality in script, casting, direction, and production that helped restore a dwindling art form to the television channels with dignity and distinction; and a special commendation for Hallmark's notable production of "Victoria Regina."

SHELL OIL COMPANY NEW YORK PHILHARMONIC YOUNG PEOPLE'S CONCERTS CBS-TV
For presenting in prime early evening time, in a year of deplorable paucity of television programs for children, concerts of classical music that were meaningful as well as enchanting for children; for proving that children are receptive to the best when pedantry is compelled to step aside for imagination, artistry, and great teaching; and for being such a brilliant exception to the current television wasteland for children.

TEXACO, INC. THE METROPOLITAN OPERA SPECIAL RADIO NETWORK
For faithful devotion year after year to the music-loving public of the United States; for a sponsor who, above and beyond the call of duty, lined up a special radio network of individual stations for this program when the established networks failed to offer satisfactory broadcasting time or conditions.

The following programs were runners-up in the close voting:

BELL & HOWELL COMPANY CLOSE-UP ABC-TV
STANDARD OIL CO. (NEW JERSEY) AN AGE OF KINGS WNEW-TV (New York) and WTTG-TV (Washington, D.C.)
NATIONAL BROADCASTING COMPANY NBC OPERA COMPANY NBC-TV

PRODUCED 2005 BY UNZ.ORG
ELECTRONIC REPRODUCTION PROHIBITED

American Phenomenon: Public Service Advertising

By THEODORE S. REPPLIER, *president of the Advertising Council.*

SOME months back, Jenkin Lloyd Jones, the articulate editor of the Tulsa (Okla.) *Tribune,* delivered himself of a ringing jeremiad on the sad state of standards and ethics in these United States. Leading off with the indignant question, "Who is tampering with the soul of America?" Mr. Jones cited as evidence of the decline and fall of the American character such popular phenomena as progressive education, "fakery" in art, immorality in movies, stage, and literature, expense account swindling, and "union goonery." "We have," he said disgustedly, "reached the stomach-turning point."

The fiery Oklahoma editor is scarcely alone in his opinion, although not everyone would view all the examples he cites with equal horror. Ever since the now almost forgotten quiz show scandals of 1960, a chorus of hand-wringers has bemoaned the low state to which the descendants of the Puritan fathers have fallen.

With those at the wailing wall, American advertising has not exactly escaped unscathed. Indeed, there are some who point to it scornfully as "exhibit number one of America's Age of Decay." And, while I shall make no attempt to hoist advertising's critics at this writing, I should at least like to nudge them with their own petard.

The fact is that there has been going on in this country, almost unnoticed, an unheard-of demonstration of the innate decency of Americans—through the vehicle of advertising. And since there has been all too little spotlighting of the positives in the American character, despite the evidence of a resurgence of idealism (examples: increased church attendance, the Peace Corps), it seems appropriate that this Advertising Awards issue of *Saturday Review* throw light on the astonishing phenomenon of American public service advertising.

It has, it would seem, been noticed and lauded by almost everybody but the Americans themselves.

Public service advertising, be it said for the benefit of skeptics, grinds nobody's axe but the public's. It sells no product whatsoever. It is simon-pure *pro bono publico.* It has no hidden motive, no hand-is-quicker-than-the-eye ploy, no selfish aim masquerading in noble guise. Public service advertising is designed solely to get done something which needs to be done.

Such advertising may, for example, try to save lives by persuading people to drive more sanely, or get their quota of polio shots, or not set themselves on fire. Or it may try to conserve the country's resources, such as our streams or forests. Or it may sell U.S. Savings Bonds, as a means of spreading the national debt, damping down inflation and encouraging thrift. Name almost anything that needs to be done, and, there is a good chance that public service advertising can tackle it.

So far, there is nothing very remarkable about the story. It takes no more talent to prepare a good anti-litter campaign than it does to prepare a good advertising campaign on beer, or cars, or frozen peas. In fact, the same advertising agencies do both.

Neither is there anything extraordinary about the use of advertising to move ideas instead of things, since advertising is used by religious faiths to explain their doctrine, by political parties to sell their planks and candidates, and by labor unions to air their grievances.

WHAT makes the phenomenon of American public service advertising so astonishing is not so much what is there as what is *not.* What is *not* there is the commercial motive. The thing that is missing from public service advertising is money. Everybody gives—nobody gets. There's no profit, nor even a profit motive.

And where has this been going on for twenty years? Nowhere but in money-mad, dollar-crazy, what's-in-it-for-me America. It just doesn't fit the picture of the sorry state of the national character.

Consider the number and variety of contributions of one kind or another which must occur in order to, for example, prepare and execute the nationwide campaign to cut the scourge of forest fires. This is the campaign which, among other achievements, has made Smokey the Bear a childhood hero, and has turned America's children into demon fire wardens.

Taking 1960 as a typical year, here is what happened. Hundreds of people of varied skills in a large advertising agency (Foote, Cone and Belding, Los Angeles) donated their time and talents without pay. An advertising executive of a nationally known organization supervised the job, free.

A dozen magazines contributed space for the advertisements. Six hundred eighty-two newspapers gave over a half million dollars' worth of their precious white space. Transit advertising companies across the country put up cards in the country's buses and subways bearing Smokey and his conservation messages in space worth $150,000.

Each of the great broadcasting networks agreed to carry the forest fire message many, many times over, free. Same with over 500 television stations and nearly 3,500 radio stations. In areas, and at times, where the danger of forest fires was great, the air was saturated with these messages.

A special short film on forest fires was shown, without charge, in 2,000 movie theatres, courtesy of the Theatre-Screen Advertising Bureau.

And, to cap it all, nearly 100 big corporations, a blue book of American business, gladly permitted Smokey the Bear to intrude on their nationwide television programs, where every second is literally golden, and warn their mammoth audiences not to set the woods on fire.

Total value of advertising given away without strings in one year to help reduce forest fires: over $5,000,000.

If you were to count all the people who had to say yes to doing something for nothing on this project—from executives of companies, to publishers, to copy writers, to production clerks, to bill posters—it would total several thousands.

Nor is the campaign to stop burning down America's forests an isolated phenomenon, endowed with some unique magic that lifts people to heights of unselfishness. The same performance is more or less duplicated on many other public service campaigns conducted month in and month out.

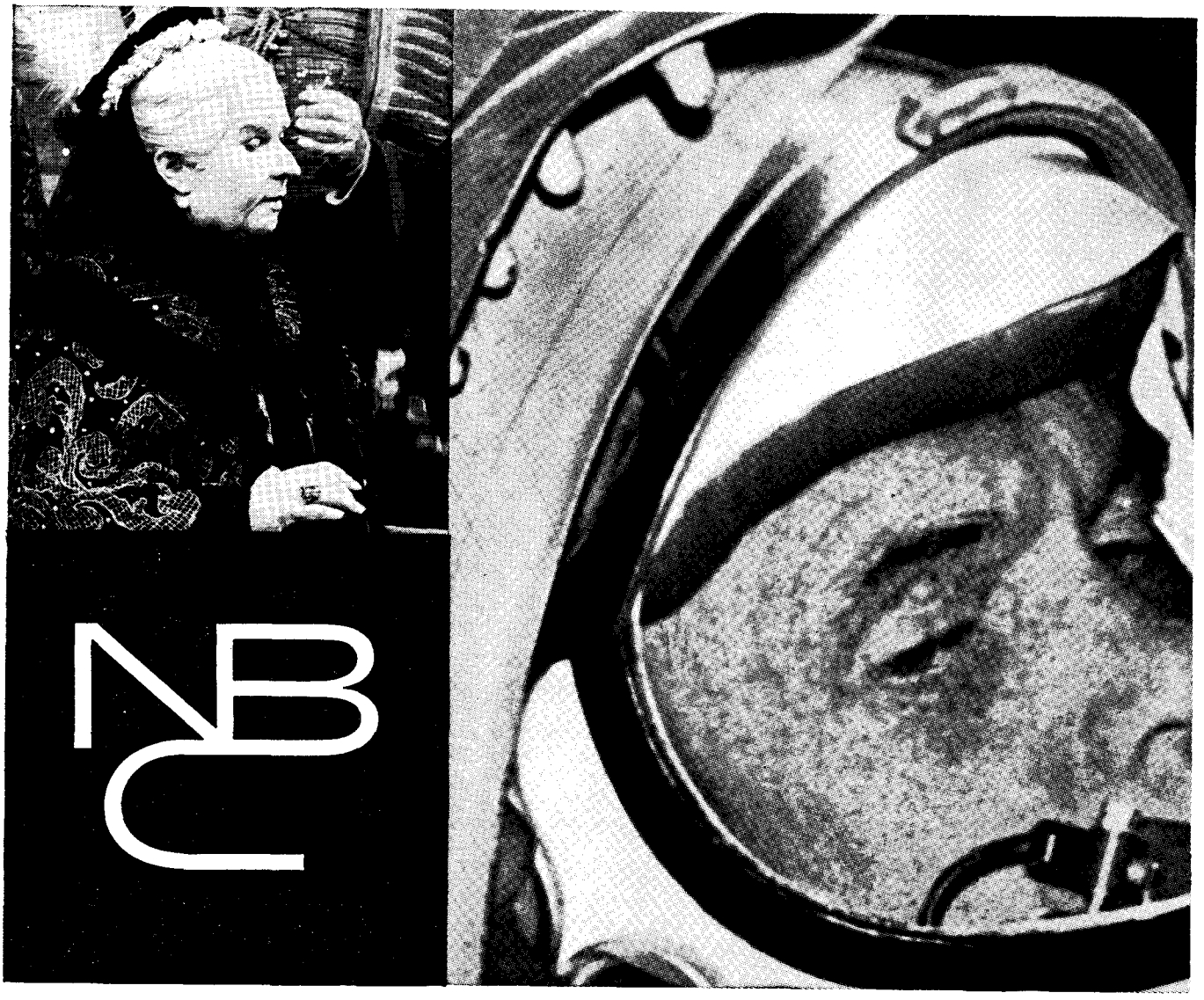
These are, for the most part, dispatched in the various months of the calendar by the Advertising Council (which gives away its services to its non-paying clients) like trains from a railroad station.

In January and February, there is

(*Continued on page* 68)

PRODUCED 2005 BY UNZ.ORG
ELECTRONIC REPRODUCTION PROHIBITED

A PAGEANT OF THE PAST/THE PROMISE OF THE FUTURE/A GIRL AND HER HORSE AND TV



THIS IS NBC

PRODUCED 2005 BY UNZ.ORG
ELECTRONIC REPRODUCTION PROHIBITED

)PS WITHOUT ROBBERS /AN OPERA AND A "HORSE OPERA"

RGEST SINGLE SOURCE OF NEWS, INFORMATION AND ENTERTAINMENT IN THE FREE WORLD

PRODUCED 2005 BY UNZ.ORG
ELECTRONIC REPRODUCTION PROHIBITED

dispatched the campaign for Radio Free Europe; in March, for the Red Cross; in October, for the United Fund and Community Chests, and so on. Traffic Safety messages are scheduled heavily before holiday weekends. Religion in American Life messages are concentrated between Thanksgiving and Christmas. Forest Fire messages peak up in the dangerous, dry seasons. And, the year round, periodic messages are scheduled for such projects as anti-littering, relief of hunger overseas through your church, help for the private colleges, U.S. Savings Bonds, mental health, Peace Corps, youth physical fitness, and whatever else may be the problems or emergencies of the moment.

As this is written, the Council is readying a major campaign which it is calling "Challenge to Americans" designed to make clear the world-wide challenges which the country will face for years to come (the emerging nations, the scientific revolution, international Communism, our own "continuing revolution," etc.) and answering as well as possible the question "What can I do for my country?" in a time of danger.

In shaping this complex and portentious project, the Council and its volunteer advertising agency, Young & Rubicam, have worked with the Council's Board, its Industries Committee, the White House, the Department of State, and a committee of distinguished citizens representing the public.

Public service advertising, while it existed sketchily before World War II, came into spectacular bloom in wartime. With the hot war over, almost no one expected even a token continuation of this war-born public service.

Instead of that, the habit of service proved to be incurable for hundreds of thousands of ordinary citizens in business, in advertising, in magazine and newspaper publishing, in transit and outdoor advertising, and in broadcasting. It seems harder to give up than smoking.

By 1952, public service advertising gathered together from generous contributors by the Advertising Council had grown from a postwar low of $50 million annually to $101.8 million. By 1956 it had nearly reached $150 million and in 1960 it leaped up past $200 million.

This figure, it should be made clear, is only for the twelve to fifteen annual campaigns of the Advertising Council. It does not include many other public service drives, mostly fund raising, conducted independently, for which the Council has no figures. The total value of advertising given away annually by business for good causes in the United States is anybody's guess, but it is perhaps half again the Council's $225 million figure.

Why in the world do they do it? It would be naïve to deny that in certain cases the interest of a company which donates advertising to a cause coincides with or overlaps the cause. Thus a tractor company has a special interest in forest fire fighting because tractors are used for that purpose. Or a tire company has a special reason for concern with traffic safety because safety helps sell tires. Hence, the advertising donated helps both cause and company.

But such cases are the exception rather than the rule. For the most part, even the liveliest cynic can figure no way in which the contributing company can directly benefit, except insofar as it benefits from doing business in a better or healthier or more prosperous nation. If the cynic were a baseball fan, watching the World Series last October, he might understand why a Roger Maris tried to stretch a double into a three-bagger. But he

would have a tough time figuring out why a razor company (Gillette) and a motor company (Chrysler) would give up their precious commercial time to plug such "way-out" subjects as USO, Radio Free Europe and Savings Bonds at the end of each seventh inning. Or why a tobacco company would urge one and all to go to church or support their synagogues. Or why a soap company would plug Aid to Higher Education? Where is the profit in sponsoring mental health messages for an aluminum company or a cereal maker? Why does a maker of home permanent kits stop telling the little woman to rush out and buy one and switch its pitch to persuading her to hustle her kids to the doctor's office for their polio shots?

In my own experience, attempts to hook up the self-interest of the corporation with the cause requesting the free advertising space leave businessmen yawning. While it is undoubtedly true that every company benefits by a better climate of conditions in the country, the argument is too general and difficult to document.

On the other hand, an appeal to hard-headed business men to make advertising space or broadcast time available to lessen mental illness, get out the vote, improve the schools, or help some equally noncommercial problem, usually brings an incredibly generous response. In fact, I have found when it comes to good corporate citizenship the American business executive is definitely soft-boiled. If he thinks a project is good for the country, he makes a quick decision to help.

There is one more important factor, I think, which accounts for the steady growth of public service advertising. It can be stated in two words: "*It works.*"

The business man who donates the advertising has been trained to get results, and he is reassured by facts, like the following:

During the seventeen-year period of the traffic safety campaign, the death rate per 100 million vehicle miles has been more than cut in half.

The United Fund & Community Chest has risen to a record high of $478 million.

Two and a half million people have been stimulated to write in for Mental Health booklets.

During the period of the Help for Colleges campaign, alumni contributions have increased 101 per cent, corporate contributions 41 per cent and non-alumni contributions 25 per cent.

To date 95,000,000 Americans have been persuaded to take their polio shots.

A record amount of nearly $44 billion worth of E and H U.S. Savings Bonds is outstanding.

And during the twenty-year period of the Forest Fire Prevention campaign, according to the U.S. Forest Service, there were 600,000 fires that did not start, 260 million acres that did not burn, and $10 billion worth of damage that did not happen.

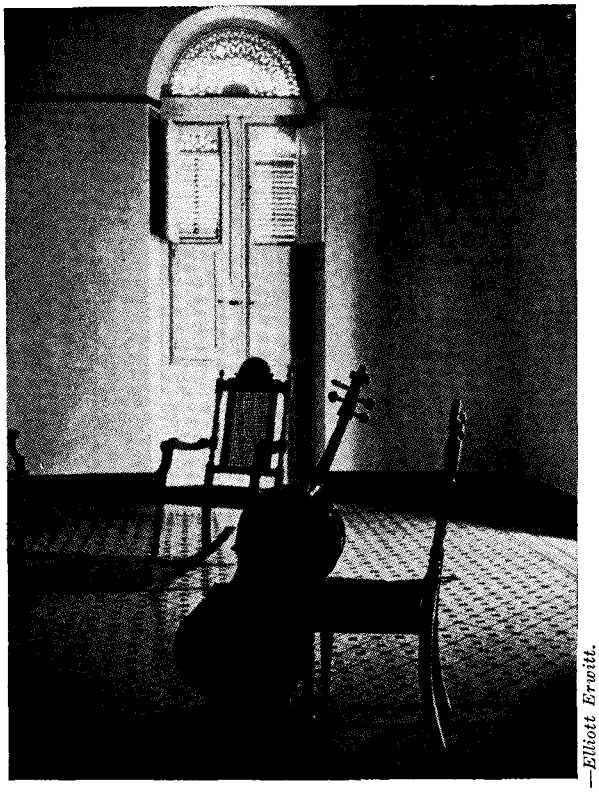
Perhaps it is results like these that have stimulated Mexico, Canada, Germany, and Japan to start organizations of their own modeled on The Advertising Council.

In any case, those who lament the "decay of the American character" should find the mushroom growth of public service advertising a comforting phenomenon.

PRODUCED 2005 BY UNZ.ORG
ELECTRONIC REPRODUCTION PROHIBITED

The Big Black Fiddle of Pablo Casals

By REYNOLDS GIRDLER, *Vice President, Public Relations and Advertising, Sinclair Oil Corporation.*



—*Elliott Erwitt.*

TO THE readers of most New York newspapers, Puerto Ricans are cape men who spend most of their days—and nights—in rumbles, stomps, and murders.

And Puerto Rico itself is a litter of cribs and crazy shacks on stilts—a mean and miserable place which exports its human debris to New York's ever-receptive relief roles. But before this revolting image can fix itself permanently in the collective mind of the thinking public, *there stands the big black fiddle of Pablo Casals.*

The big black fiddle is a stopper. It hooks the eye and intrudes on the mind and the emotions, proclaiming quite another story of Puerto Rico. Reinforced by the white purity of San Jose Church, the architectural beauty of the governor's mansion, or the gay and dainty collection of little girls in a ballet school, the fiddle largely obliterates the unsavory chronicle of the daily press.

The current four-color magazine advertising of the Commonwealth of Puerto Rico started out to be primarily a tourist promotion-industrial development campaign. But it has become something much more significant. It is probably the most effective public relations program now being carried on in the U.S. As such, it is an outstanding example of a truth largely overlooked by the communications industry: the best public relations programs today are being executed in the form of paid advertising.

The environment into which this tourist advertising was originally plunged was a forbidding one, apparently condeming any such promotional effort to certain failure. Like all new immigrant groups preceding them, the Puerto Ricans had to take the most menial jobs and quarter themselves in the worst of the city slums. Pushing in chattering groups into subways and buses, milling on the fetid sidewalks of East Harlem, tossing their rank garbage out the windows on any passer-by, these unfortunate people were poor advertisements indeed for their native land. For the past thirty years, in New York City at least, they have been the despair of the sociologists and the principal problem of the welfare workers. Moreover, the impressions brought back to the U.S. by travelers stopping at San Juan when on Carribean cruises were hardly calculated to encourage tourism or inspire respect for Puerto Rico. Altogether, the job of making Puerto Rico and its people attractive to the average American would, a few short years ago, have appeared hopeless.

BUT today, the *Norteamericanos* think of Puerto Rico as an island staking an industrial and cultural renaissance, as a place with the kind of resorts, climate, and beaches ideal for escape from northern ice and cold, and as a land of pleasant people and pleasing landscapes.

The big black fiddle of Pablo Casals has largely overpowered the cape man. And in Puerto Rico itself there is evidence that, as life imitates art, so the people there are striving to make themselves into the images projected by the color photographs of Tom Hollyman and others.

It is hard to believe that the public relations triumphs of this four-color magazine advertising could have been achieved by the assorted techniques of the standard "public relations" campaign. Instead of a simple, dramatic message, colorfully pictured and endlessly repeated and restated month after month, conventional public relations would have called for a wide variety of news and feature stories. There would have been the inevitable house organ, prepared in agony and edited by people none of whom had ever had magazine experience, and mailed to 25,000 "thought leaders," none of whom would ever read it.

There would have been contrived speeches made before indifferent lunch and dinner gatherings, and reprinted for mailing to people protected from such nonessentials by coldly efficient secretaries with unerring eyes for the wastebasket. Compared to the blazing visibility and single-theme concentration of the paid advertising campaign, such a typical "public relations" effort obviously lacks unity, coherence, and emphasis — and therefore lacks effectiveness.

When the men with public relations titles who maintain the proceedings

PRODUCED 2005 BY UNZ.ORG
ELECTRONIC REPRODUCTION PROHIBITED

of public relations trade organizations gather at their expensive meeting places to make big medicine, they like to pontificate that "those who know you well, think well of you." But that's not necessarily so. "They," that vague appellation for everybody else, will think well of you only if you give them a simple, understandable *reason* for doing so. And who can think ill of Casals and his fiddle? Who can take umbrage at a gaggle of little ballet girls in white? Who can say, "This is *not* Puerto Rico"? On the other hand, who can think well of you, or even think of you at all, when all you tell them is a witless miscellany of unrelated tidbits?

IF the Puerto Rico tourist campaign were the only example of effective public relations programs executed in the form of paid advertising, no general moral could safely be drawn from it. But it is not alone. It is simply an outstanding example of the *genre*.

The Weyerhaeuser Company's conservation advertising, with its beautiful forest scenes, inevitably made more appealing by the presence of a sassy, happy red fox, or a preoccupied mother duck hustling her little ones to safety down a Weyerhaeuser log, has just about laid the ghost of "the ruthless industrial exploitation of our forest resources." Demagogues who, when not building federally-financed housing projects on the valuable sponge areas of their home districts (thereby abetting disastrous floods), would like to attack the lumber interests, simply have to shut their big mouths in the presence of this commanding portrayal of expert conservation practiced by private enterprise. If ever there was a public relations *program* that exemplified "being good and getting credit for it," surely the Weyerhaeuser campaign is it. Nor does the company stop with the wide audience attracted by its forceful magazine advertising. The Weyerhaeuser organization is permeated by this conservation philosophy. This philosophy is the guiding spirit of the entire organization, lifting its corporate activities to the lofty public service plane of a crusade — a plane far above the attainments of politicians and the lesser imitators of the late Bernard De Voto. Even De Voto would find it difficult to write today as he once did, with this public exhibition of the good of private enterprise ever before him — and his readers.

In its latest annual report, illustrated by a striking green cover showing Canada geese in flight over endless stretches of conifers, the company has a number of allusions to even further improvements in its program by which "Wood, water, recreation, payrolls, taxes and other benefits will always be provided by Weyerhaeuser timberlands, generation after generation." What intellectual critic of big business can match, with his trivial daily doings, that resounding statement? And what a statement to repeat again and again in just that same form, free from any copy-desk or rewrite man's garbling!

Side by side with the Weyerhaeuser public relations advertising stands that of the Caterpillar Tractor Company. Here is the perfect example of the corporation's taking its private interest in the manufacture and sale of earth-moving equipment and extending this interest into a public service effort in behalf of plentiful, clean water, protection of forest and soil, and food for the hungry. Currently, Caterpillar is training its salutary guns on the water problem — forcefully reminding literate America that the water shortgage is *not* a future problem, but a problem right of this moment. It serves the cause of conservation with dignity and effectiveness, and presents to the public an admirable picture of a private corporation engaged in admirable activities. True, if every community would awaken to the need for better zoning and planning, for intelligent antipollution measures, proper forestation of its surrounding hills, proper protection of its as yet "undeveloped" areas, why, there would be an enormous increase in the demand for Caterpillar equipment. But there would be an even greater increase in decent living conditions and in freedom from flood damage. There would be an enormous increase — following the Caterpillar philosophy — in recreation areas, cleaner air and adequate water for home, industrial, and recreational use. Compared to the majesty of Caterpillar's corporate message, the public welfare platforms of politicos appear for exactly what they are.

Even the Standard Oil Company (New Jersey) has finally found in paid advertising the means of articulating an excellent public relations program which makes sense and gives every promise of being effective. Again and again, defenders of free enterprise have made the general statement that the ordinary operations of a private corporation bestow many economic and social benefits on the various publics with which it comes into association, or which it affects. To the everlasting credit of Jersey, this company, in its "How minding our own business gets a lot of other things done" campaign, has somehow put flesh and blood into the familiar generality. In simply told and nicely illustrated ads, it gives concrete, specific cases of the benefits inherent in the operations of a private corporation as it obeys its charter and goes about the business for which it was organized. Curiously, the theme of conservation often bobs up in this series, though some particular messages specify more immediate pocketbook benefits. In any event, the series succeeds in dramatizing what others have sought to convey in the cumbersome and dry language of the dismal science. If Jersey would merchandise the campaign to its own employees, and through them to its various publics, it could make the series much more effective.

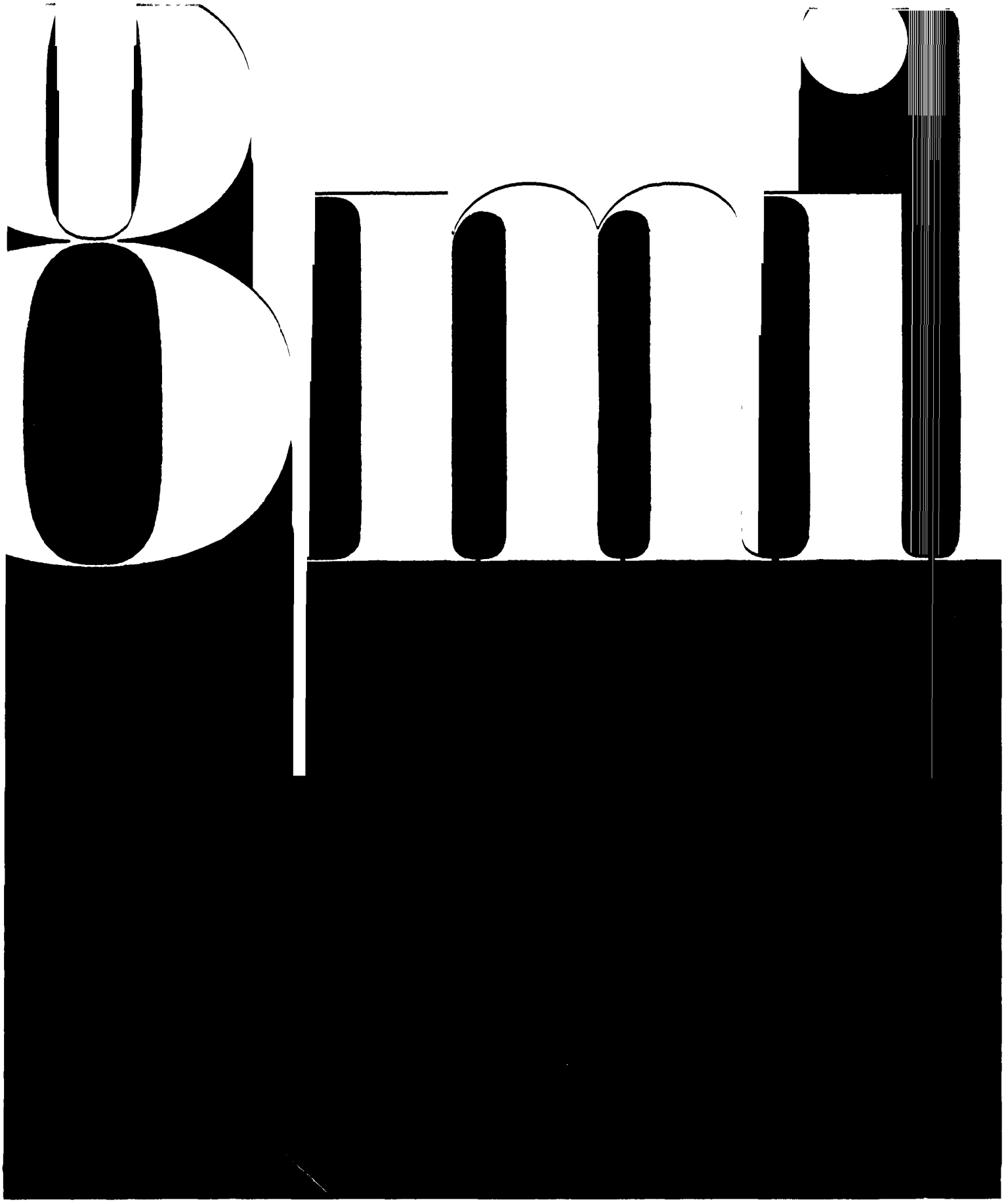
It is probably unfair, in a critique of this sort, not to give equal attention to such public service campaigns as Metropolitan Life's famed health series, really the daddy of them all, or the crisp and biting copy of Warner & Swasey's economic series, which has brought so much cheer to businessmen by saying in effective language what so many corporation officers feel without being articulate enough to express. While other machine tool manufacturers stick to nuts-and-bolts copy, Warner & Swasey aims at the top officer, gives him the phrases he can use in political discussions, and earns for its salesmen the red carpet treatment from the front office. And there are still people on Madison Avenue who talk glibly of the hard sell! From the standpoint of getting orders, this is as effective an advertising campaign as has ever appeared in print.

FOR some time now, the advertising business, through its various trade groups, has been writhing and screeching under the lash of widespread criticism. The public, it seems, does not always appreciate — in its living rooms — the high colonic and lower rectal realism that distinguishes so many television commercials. The Federal Trade Commission even has the temerity to question the ability of a shaving cream to dissolve sandpaper. The so-called intellectuals, whose motives may not always be of the purest, are questioning the social justification of the entire institution of advertising, and are being heeded by the public. And while it probably means nothing, there are, we are reminded by the advertising columnists, some 200 bills in the Congressional hopper aimed at the advertising business. So suddenly the knights of the plans boards and copy groups have summoned Christendom for swords about the cross, and called for a vigorous defense. They have even engaged a public relations firm to tell them how to alter the gray flannel suit.

Meanwhile, their finest exhibit, the kind of advertising which each year ultimately qualifies for *Saturday Review* awards, is utterly neglected. Here is

(*Continued on page* 77)

PRODUCED 2005 BY UNZ.ORG
ELECTRONIC REPRODUCTION PROHIBITED



BEST NUMBER IN TOWN 8 million. All women. It's the circulation of McCall's—more than Life (7,000,000), Look (7,000,000), or the Post (6,500,000). It also happens to be the greatest number of women to buy any magazine, anywhere.

McCALL'S: FIRST MAGAZINE FOR WOMEN—FIRST IN CIRCULATION—FIRST IN ADVERTISING.

PRODUCED 2005 BY UNZ.ORG
ELECTRONIC REPRODUCTION PROHIBITED

Corporate Advertising: What Can It Say?

By ELMO ROPER

DISCUSSIONS of corporate advertising usually center around one question: What is the best way of getting the story of your company over to the public? The question itself would have been an eyebrow-raiser not too many decades ago, when most corporations were content merely to go about their business, worrying about only one judgment by the public, the one rendered in the market place. This change from corporate self-sufficiency—or the belief in corporate self-sufficiency—is perhaps the most significant corporate story of the century. Does it mean a loss of rugged independence, an abandonment of self-reliance for the soft compromises of public placation? Has American business lost its nerve?

I don't think so. Just as when an adolescent leaves behind his fierce insistence on his uniqueness and independence, notices the world around him, and begins to look for his place in it, I think this is just a case of business growing up. The development of social graces makes life easier for all of us, and the development of a real sense of social responsibility is a requisite of maturity, for institutions as well as individuals.

I am not suggesting that business has renounced its self-interest in favor of a pure devotion to the public interest, nor am I suggesting that it should. Such Pollyanna ethics would have no bearing on the real world of people and corporations; that real world is an inevitable mixture of intelligent self-interest and social interest, with the emphasis on the former. But the substitution of enlightened for blind self-interest makes an enormous difference in motivation and behavior. And in addition, proof that American business has gone a long way toward developing a genuine sense of public responsibility, a genuine understanding that what benefits the country as a whole *is* likely to benefit General Motors as well, can be demonstrated with a single statistic: Corporate giving to higher education rose from $43 million in 1950 to $178 million in 1960, more than quadrupling in a decade.

This transition from a minding-the-store mentality to a serious interest in public relations has not been made without blunders and blind spots, some of which are still crippling communications between industry and the public. The most tempting trap for eager novices in the field was to "tell 'em anything they'll believe"—which has often been extended to "tell 'em anything that sounds good," whether or not it's within the bounds of believability. There is no more dangerous approach to corporate relations—or human relations—than the big or little lie, the half or quarter truth. One can get by with it for a while, if it's told cleverly enough to people who don't know enough to know the difference. But sooner or later, people will find out enough, from the multiple sources of information and experience available to them, to reject specious arguments and distorted evidence and stop henceforth listening to their source. This is the strongest probability, at any rate, and any firm that bets against that probability is taking a heavy risk with its economic solvency as well as its good name.

This P. T. Barnum approach to public relations is more suitable to a traveling circus than to modern corporate advertising, and by and large its self-defeating tendency in the sophisticated world of contemporary consumer relations has become evident. It remains a threat in isolated spots but I am more concerned over another threat: that of corporate advertising so myopic in its focus that it rouses the public only to a yawn.

FROM the time of the tribal campfire, the successful telling of a story has always had two essential requirements: someone who wants to tell it and someone who wants to hear it. But sometimes creators of corporate advertising seem to forget that the second is as essential as the first and frame their messages without regard to the interest and receptivity of their hoped-for audience. Like garrulous old men who assume that what interests them is bound to fascinate everyone else, they fill acres of advertising space with messages of absorbing interest to themselves but to which hardly anybody else is listening.

What corporate advertisers should keep in mind is this: *Most* people are not particularly interested in you; they are interested in themselves. *Most* people are busy, they are occupied with a hundred hopes, worries, and personal concerns; and they are not going to give you very much time to tell your story or expend much effort to understand it. This is no indictment of the American public; it is simply a description of the normal state of much of the audience for corporate advertisements.

A second and related point is that the American public is pragmatic rather than ideological. In my opinion, and there is survey evidence to support it, some of the least effective corporate advertising is that which tries to get across some such idea as: "Free enterprise made our country great; let's keep things that way." By this I don't mean that people don't think free enterprise had a lot to do with making our country great; they do—and quite properly so. But they aren't very much interested in reading ads about it. The American public has a healthy admiration for American business and industry, but not because they are living proof of the value of the free market or any other theoretical consideration. They admire business for the simple reason that it has done so much for them. Surrounded by labor-saving devices, enjoying the highest standard of living known to man, the public is happy to give business the bulk of the credit for the American cornucopia. But only so long as the cornucopia keeps flowing. Let recession bring the economy to a limp, or unemployment throw up its threatening shadow, or inflation loom, and the public, like a fickle lover, will withdraw its admiration and ask that someone *do* something—and the someone they ask is usually government. At such times, free enterprise becomes just two words from an economics textbook, and of as little interest to the public.

What applies to business as a whole applies to companies and industries in particular. Most people have no abstract interest in the ideological conditions a company considers necessary to its well-being. Their main interest is in what the company has done, can do for them. They are interested, above all, in good products and useful services. A good product is the best advertisement a firm can have, and no amount of eloquence in print will redeem a company whose products or

PRODUCED 2005 BY UNZ.ORG
ELECTRONIC REPRODUCTION PROHIBITED

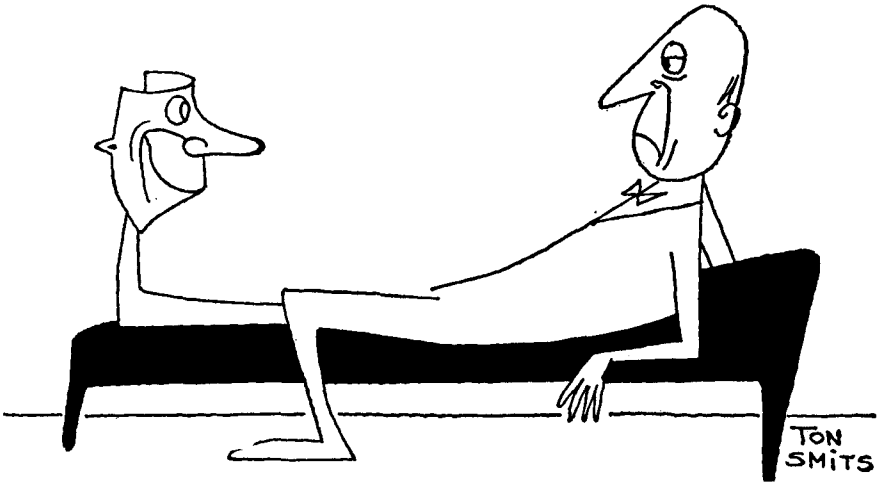
services are below par or simply unwanted.

Does this mean that any attempt to communicate to the public beyond the product level is a waste of time? No, it simply means that the product and service story must come first. It also means that any story a corporation wants to tell the *general* public should be told simply and specifically, in down-to-earth terms that are personally meaningful to its audience. But there is no question that a supplementary story of a company's merits in other than product areas can be the means to public approval, *if told in the right way to the right people*. We have discovered, in fact, something of a feedback effect between various aspects of corporate public relations which can be turned to advantage by an intelligent advertiser. We have found that if people admire a company's products, they are more ready to believe other good things about the company; for example, that its prices are fair or that its treatment of labor is humane. Likewise, prestige gained for good citizenship practices of one kind or another can often help the product in the market place. We found in one study that a maverick 5 per cent of a product's buyers rated the product superior to its competitors on none of twelve indices. Tracing through their other answers for a clue to this inconsistent behavior, we found that they rated the *company* which made the product very highly indeed, when it came to such questions as enlightened labor policy. And so they bought the product, furnishing concrete proof of the practical value of good corporate public relations—to that 5 per cent.

THE most alert corporations have come a long way toward realizing the necessity of good public relations and toward understanding the requirements of good corporate advertising. Increasingly, such advertising concentrates on telling a simple, interesting story with charm, clarity, and candor. Some of the best examples take a single but symbolic fact about a company's products, services, or activities and present it in an interesting, attractive way—without raising their voice above a relaxed, conversational level. But at the same time, there is an increasing use in corporate advertising of the resources of humor, originality, and striking visual impact to communicate messages of complexity and sophistication, sometimes almost irrelevant to any apparent commercial or corporate concerns of their sponsors. What does this development mean? Are some advertisers going so far out that they are losing their audience completely? I think what it indicates is an increasing awareness of another fact of corporate communications: that not one, but at least two, major audiences exist for corporate messages, each receptive to rather different appeals and approaches.

There is first, what might be called the Average Person Audience, people with limited time and/or interest and/or intellectual capacity, who will stop long enough to pick up only the most rudimentary information about a company, and that only if presented in particularly palatable form. Most of the "general public" is part of this group, and I have indicated how I feel they should be approached: simply, directly, in terms of their personal interests and desires. But there is another audience, which might be called the Above Average Audience, whose interest is greater, who make time and have the intellectual background to respond to both sophistication of style and depth and complexity of content. These people cannot be talked down to, nor lulled with soothing but fallacious arguments. They are bored by facile simplicities or the repetition of yesterday's one-two advertising punch. They cannot be beaten over the head; high-pressure arguments repel rather than subdue them. They are, in short, the most challenging audience any corporation can try to influence. But despite the smallness of their numbers, they are also the most rewarding. They are rewarding for all the reasons put forth these days by defenders of "class" over "mass" media, who insist that "the numbers" can be a losing game unless you pay attention to who those numbers consist of. For it is these readers of the smaller circulation magazines and viewers of television shows with unimpressive Trendex ratings, who make up the thinking public and the leading public as well, who exercise an influence disproportionate to their numbers on styles in thought and consumption. The value of advertising efforts directed toward this group cannot be measured directly; it lies in the spillover of influence from them to their less articulate friends and neighbors, and the gradual filtering out of influence and opinion to an even broader circle of people. For many people who will not take the time and trouble themselves to absorb a complex corporate message will often listen to neighbors who have. Therefore, the best way to communicate a complex message is often to present it straight to the people who can take it straight and then let them worry about how to pass it on to the people who prefer their information somewhat watered down. And the place for presenting such messages is through media which thoughtful, informed people come to in a thoughtful, information-seeking mood.

Now that I have offered my compliments on business's developing sense of social responsibility, commended the increasing intelligence of its public relations efforts, and offered gratuitous advice on its approach to corporate advertising, I should like to add one warning. To take an interest in the public, to try to approach people in terms of their own interests and level of understanding, is essential for effective corporate communication. But unless corporations have ideas of their own to communicate, and unless they have confidence in their ideas and the facts and judgment behind them, their messages will become mirrors of public vanity rather than the communication of thought. Information about the public's attitudes and tastes is an invaluable element in the making of intelligent corporate decisions, but it is no substitute for the hard thought and disciplined imagination which are the ultimate source of wise, farsighted corporate policy. So with corporate advertising: It must communicate in the right way, and to the right audience. But first it must have something to say.



PRODUCED 2005 BY UNZ.ORG
ELECTRONIC REPRODUCTION PROHIBITED

Advertising's Worst Sin

By LAWRENCE VALENSTEIN, *chairman of the Executive Committee of Grey Advertising, Inc., which he founded in 1917 at the age of eighteen.*

"THE LAW FIRM of Helter, Skelter & Shelter was reliably reported today to have added three new clients—one for a divorce action, one for a patent case, and the third a probate case."

"At least four employees of Thomas, Richard & Harry have been let go in an economy measure. The law firm last week lost its biggest client, Thermal Thermodynamics, which switched its business to the year's 'hot' firm of Helter, Skelter & Shelter."

That is the sort of thing you might see if the ups and downs of the legal profession were covered with the same enthusiasm and detail that the advertising business receives from the metropolitan press today.

Before long, the law might seem a good deal more volatile than it does today. So would any business or profession in America whose comings and goings were reported each day.

Every business in America generates enough change each week to keep its trade publications lively with interest to its own members. The difference is that few have spilled over to intrigue the general public as has the advertising business. "Advertising's worst sin," an ad executive once said, "is that it is so interesting."

What makes it so fascinating to the public?

First of all, the end product is aimed at every man, woman, and child in the country. Everyone becomes a critic.

Secondly, there is the drama created by famous names. Buick, American Airlines, Pepsi-Cola seeking new agencies become as cliff-hanging as Hollywood searching for a girl to play Scarlett O'Hara.

Finally, it is all expressed in terms of millions of dollars. An agency wins or loses a $2,000,000 account. It sounds quite breathtaking. I'm sure that very few members of the public translate those dollars into their real meaning to the agency. What the agency is paid is 15 per cent of what the client spends on advertising, so that a $2 million account is in fact $300,000 in revenue to the agency. Reading a story about an agency with $100,000,000 in billings is considerably more glamorous than reading a story about an agency with $15,000,000 in revenues. But the latter would be much more to the point.

It should also be noted that it is common for a company to "round off" its billings figure to the nearest million when queried by the press. Many a company that really spends $400,000 in advertising (worth $60,000 to an agency) emerges in the press as a "$1 million advertiser." The higher figure is given to impress dealers, distributors, or whatever members of the reading public the advertiser is concerned with.

Once the millions are deflated into their real meaning for agencies, one can begin to deal with the point so troublesome to many bright youngsters who consider advertising careers—the job insecurity.

An agency that loses a $10,000,000 account (or $1,500,000 in revenues), and has no hopes of replacing the business quickly, clearly must take economy measures.

But most of the "action" on Madison Avenue revolves around the so-called $1,000,000 accounts. There is very little in the way of hiring or firing connected with these. A loss or gain of from $60,000 to $150,000 in revenue is not the signal, in any sizable agency, for taking on new staff or getting rid of staff.

The American Association of Advertising Agencies has in its files a study comparing the personnel turnover in twenty-six industries, based on Bureau of Labor Statistics figures.

Together, the twenty-six industries averaged a monthly turnover of 3.6 per cent. Alone, the agencies averaged 2.3 per cent—considerably lower than the norm.

Recently, a major engineering firm did a survey that showed that the average engineer changes jobs every two and a half years. But the engineering field holds no glamour for the public. You will never, at a cocktail party, hear a discussion about the instability of engineers.

The discerning reader will at this point ask whether job changing, by engineers and admen, is done voluntarily or involuntarily. There are no statistics on hand to answer that question. Note, however, that personnel raiding has become a subject of major importance on Madison Avenue—indicating that a great many changes are voluntary. Real talent is always in short supply. Agency men and women have a high degree of visibility, both to other agencies and to clients. The result is much movement—usually upward.

Now let's look at how the turmoil of changing accounts affects the agencies themselves as business concerns. Are they financially stable?

The American Association of Advertising Agencies has this to report:

In the past twelve years, AAAA agencies developed and placed more than $27 billion worth of advertising. On this volume the agencies sustained credit losses of $100 for each $1,000,000 in billings. For the same period, all of American industry ran an average loss of approximately $1,250 on each $1,000,000 in sales.

Another sure test of an industry's financial stability is its standing with real estate operators. The giant edifices going up in midtown Manhattan actively court agencies. One agency recently signed a $900,000-a-year lease for the next twenty years. The banks and insurance companies that hold the mortgages regard our large agencies as safe investments indeed.

Account gains and losses are dramatic news stories, but to an agency, as to any kind of business firm, it's overall growth pattern that matters.

THERE is no question but that advertising is a growth industry. Between 1950 and 1960 the twenty-five largest agencies increased their billings by an average of 156.8 per cent. By 1960, these twenty-five agencies accounted for a little more than 53 per cent of all agency-placed advertising.

It is significant that in that period only two sizable agencies disappeared. One was Cecil & Presbrey, and the other the Milton Biow agency. The first disbanded when its principal owner died; the second was dissolved by its founder. The Biow incident remains confusing to advertising historians. But what is basic to both these cases is that they were one-generation firms. And what is heartening for the future is that twenty-one of the twenty-five largest agencies today are well beyond that dangerous period in the life of a business firm—when ownership finally passes

PRODUCED 2005 BY UNZ.ORG
ELECTRONIC REPRODUCTION PROHIBITED

How the Bell System is helping to develop Educational Television Systems

The Bell System has long been providing transmission facilities for commercial broadcasting. Now this technical know-how is being applied to the job of setting up educational television systems for schools throughout the nation.

The Bell Telephone System has already aided in the development of the largest ETV network—South Carolina's state-wide system—and the largest school district system—in Hagerstown, Maryland.

More important, the Bell System now has a newly designed low-cost service to meet the specific needs of educational television in school areas of every size.

If you'd like to know more about educational television and its possible use in your local schools, call the Manager of your local Bell Telephone Company for information.

BELL TELEPHONE SYSTEM

PRODUCED 2005 BY UNZ.ORG
ELECTRONIC REPRODUCTION PROHIBITED

from the founders to the managers.

Almost without exception, the large agencies with founders still active have taken care that the eventual transition to the managers will be smooth.

The key factor about the agency business today is that it is so much beginning to resemble the rest of American business. As managers replace founders in the advertiser companies, emotion and old school ties go out the window in running the operations. Dealings with ad agencies, among others, become more businesslike. The only criterion is results.

It takes a well-run agency to deal with well-run advertisers. Leadership in depth, stock ownership, profit-sharing—all are becoming essentials of a large agency. Finding and keeping good people is the criterion. These will not be let go when an account leaves, for they will be too hard to replace later.

The sophisticated, mature companies do not change agencies on a whim. The process of finding a new agency is an exhausting and not necessarily rewarding one. As more American businesses pass over to the managers, there will, I predict, be less of the "musical chairs" in account changes than there is today.

We survive these changes. You will ask, but in what state of health? How about the ulcers and palpitating heart?

Dr. William Shepard, former medical director of the Metropolitan Life Insurance Company and author of a new book entitled "Executives' Health Secrets" (Bobbs-Merrill), casts some light on this. He states flatly that the average advertising man is far healthier than executives in other industries. Why?

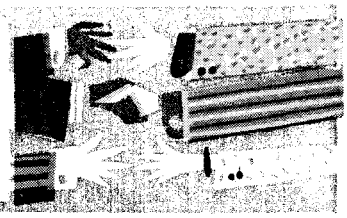
"Advertising men," he explains, "generally are well-read, well-informed people. On the other hand, top executives in many other industries are often very narrow men who read little and know only the technical details of their own small fields. They are ignorant of health and of many other things as well."

And ultimately, that is the essence. Advertising is interesting not only to the public but to its practitioners as well. They are stimulating because they are interested in the world around them. They are in a volatile business, to be sure. But they have seen enough of their clients' businesses to know that this is the nature of all competitive business.

The volatility of other industries is not commented upon because they are less publicized. Advertising's worst sin *is* that it is so interesting. It has its idiosyncracies, but at least it is alive and throbbing.

I know of no other business in which I could have spent forty-five years—as I have in the agency business—without ever being bored.

Public Relations



Inside Stories

By L. L. L. GOLDEN

IT IS often possible to understand what really concerns those who run, or work in, a business by studying the publications that serve it. The public relations press is no exception. It pretty well mirrors the business.

The publications devoted to public relations are generally practical rather than theoretical. They deal with day-to-day problems and spend little time on Cloud 9. Their stock in trade is staff changes, new accounts, new media in which they can place stories, and how-to suggestions, rather than philosophical discussion. On occasion they are critical of some aspects of the public relations business, but generally they try to enhance its respectability.

Public Relations News, now in its eighteenth year, is the oldest and probably the most widely circulated of the lot (there are no Audit Bureau of Circulations figures in this field). Calling itself "the only weekly public relations publication for executives," it was founded by Glenn Griswold, former editor and publisher of *Business Week,* and his wife Denny, former advertising promotion director of Condé Nast. Since Mr. Griswold's death in 1950, Mrs. Griswold has run the publication as publisher and editor.

Public Relations News, in newsletter format, normally runs four pages, one of which is always a case study. Once a month it carries a widely read two-page supplement on PR personnel, accounts, and new firms and affiliates. Like all the others in the field, it strives mightily to uplift the status of the public relations business and violently attacks those who suggest for a moment that without public relations practitioners the world would not go instantly to pot.

Second in importance in this field, and now in its fifth year, is a biweekly published in Meriden, New Hampshire, by the publishers of "Who's Who in Public Relations" and the "PR Blue Book." It is called *PR Reporter* and bills itself as "a working newsletter for public relations professionals."

The other two newsletters, *Publicity Record,* a weekly published in New York, and *Practical Public Relations,* a monthly that is subtitled "The How-To-Do-It Periodical of Public Relations" and is published in Chappaqua, New York, cover pretty much the same ground as their brethren.

The other two publications, both in magazine format, are somewhat different from the newsletters. The older of the two is *Public Relations Journal,* a monthly published by the Public Relations Society of America. As the official publication of the PRSA, its primary object is "the advancement of the art and science of public relations." It seems odd indeed that after fifteen years it got its first full-time editor only last summer. It had nowhere to go but up, and has gone in that direction. In the present editor's opinion, the articles "used to be puff pieces for the writer, his corporation, or his counseling firm, and a lot of the articles said nothing new." The editor has been given a good deal of elbow room; how good his publication will be is largely up to him.

The *Quarterly Review of Public Relations,* established in 1955 by the American Public Relations Association (now merged with PRSA), offered its first issue under private ownership in the summer of 1961. Published in Washington, D.C., it has a more philosophical turn in some of its articles than the *Journal* but, like it, seems to be finding a niche. According to the magazine's statement of policy, "editorially its purpose is to provide a vehicle for public relations which will serve as an international periodical of communications for the great majority of high-minded and thoughtful men and women in the PR profession. The immediate and trivial is ignored and the emphasis is concentrated on the fundamental and timeless."

Since all these publications but the *Journal* are private ventures, and since those who order them have to pay for them with their own money or their firm's money, they are a fairly reliable indicator of the public relations business. They show clearly, if they show anything at all, that the public relations business is hard-selling, that the people in it aren't very interested in theories and that, despite wishful thinking on the part of some, it has a long way to go before it can be ranked as a bona fide profession.

PRODUCED 2005 BY UNZ.ORG
ELECTRONIC REPRODUCTION PROHIBITED

Casals's Black Fiddle

Continued from page 70

the institution of advertising at its best. Whether the campaigns be truly public relations campaigns, or public service campaigns, or straight corporate identification, this is advertising's best defense and best exhibit. This is advertising done with responsibility, with taste, with recognizable public benefits, and, what is even more amazing, with the assumption that the public is intelligent. Surely, any reasonable person would agree that a business that can turn out the products examined by the *SR* awards issue cannot be *wholly* bad. If the public, or the lawmakers, are to judge advertising, they must take the good into consideration with the bad. And they might, if advertising's spokesmen would only have the wit to range these exhibits alongside the Advertising Council's efforts (see page 65).

But if the leaders of advertising are amazingly unaware of what they have here, an even greater opacity is being exhibited by the magazine publishers, particularly those who publish "quality" magazines. The finest tribute that can be paid to the effectiveness of magazines is the fact that this kind of advertising appears more frequently in magazines than in any other media. Even more important, at a time when other media are chipping away at magazine advertising income, this kind of advertising offers more new linage possibilities for magazines than any other type. It has been demonstrated again and again that when one corporation emerges with one such successful series, it is only a matter of months before its competitors launch imitative programs. One good public service or public relations campaign inevitably breeds two to five more within its own industry, thus creating more revenue than ever was brought into existence by the stomach dancing of space salesmen. Yet the publishers and their promotion departments continue to spend all their promotional time and sales efforts chasing after food, toothpaste, and proprietary drug accounts, just as though television was not in existence. That's not hard sell—that's selling the hard way!

The magazines may not have this field so largely to themselves for long. Television can be used most effectively for public relations advertising. One of these days, magazine publishers had better take a look at a program sponsored by General Electric and called "College Bowl." It's terrific — and not a little ominous for the future of magazine linage.

'IF THY RIGHT HAND OFFEND THEE . . '

Nixon Renders a Service

IN HIS campaign for the California governorship, former Vice President Richard M. Nixon has taken a vast and deliberate political gamble.

Not only has he repudiated the John Birch Society, but he has announced that he will not support any Republican candidate who accepts the Birch Society's backing.

At least two California Republican congressmen—Edgar W. Hiestand and John H. Rousselot—are in that category. They and their supporters are unlikely to take Nixon's announcement in a friendly spirit.

In California, where extremists on the right are probably more numerous than they are in most other states, a candidate who deliberately sets out to antagonize them is running a formidable risk.

But in California, as elsewhere, most of the voters stand on a sensible middle ground, hostile to the extremists of both left and right.

If Nixon had not made his position clear on the Birch Society, he might have alienated a good many more voters in the middle than he now has done on the right.

The reassurance he has given those in the middle may not, in itself, win him the election. But we think many Californians will find him a more attractive candidate than he would have been if he had kept silent.

THE major significance of Nixon's move is not so much in its effect on his own future as in the contribution it makes toward disassociating the Republican Party from right-wing extremist influences.

By taking a strong stand against the Birchites, he and a number of other Republican leaders throughout the nation are helping to keep the party on the same middle ground as most of the American voters.

The GOP cannot afford to become known as the special preserve of a bitter and irrational minority, sowing the seeds of hate and distrust among Americans and refusing to recognize the 20th Century.

If the extreme right and the extreme left can be cut loose from both of the major parties and forced to run under their own colors, they would speedily be dispatched by the American electorate to the oblivion they deserve.

By helping to make clear the distinction between responsible Republicanism and the sick philosophy of the extreme right, Nixon has rendered a service to his party and his country. It was a courageous and far-sighted act, and we cannot believe he will suffer any net loss of votes because of it.

Reprinted from The Denver Post

Palmer Hoyt,
Editor and Publisher

PRODUCED 2005 BY UNZ.ORG
ELECTRONIC REPRODUCTION PROHIBITED

Letters to the Communications Editor

WAY AHEAD OF US

FOR JUST A MOMENT I thought Editor Richard L. Tobin was describing our publication in his editorial "The Trend Toward the Ten-Cent Newspaper" [*SR*, Mar. 10]. We *are* what he only theorizes on: "a more compact, and more precise newspaper . . . new editorial vista . . . bold new steps along the road of the magazine format." That's *World*, the compact weekly newspaper, to a "T."

But *World* goes even further. It sets as its goal the return of balanced, objective, "both sides" coverage to *significant* news and major issues. It attempts to bring into proper perspective the positive news concerning people as well as governments.

So you see, *World* has already put into practice—successfully—what Mr. Tobin thinks might be "quite possible."

One further thought. Mr. Tobin's reference to the experiments of John Denson of the *Herald Tribune* calls to mind the many times that scientists, working in widely separate areas, have, unknown to each other, arrived at similar conclusions and like "cures" almost simultaneously. We think we are well on our way to breathing new life into the sagging newspaper industry. And we applaud Mr. Denson's efforts.

WILLIAM L. CLAYTON, JR.
Manager, Circulation and Promotion,
World.
Washington, D.C.

DESPITE THE VIEWS of your commentator, what the New York *Herald Tribune* is attempting is an experiment in yellow journalism in modern dress. Here are two examples taken from the *Herald Tribune's* editions which reach the hinterland here.

1. When Gary Powers was released, the paper devoted part of its top front page to questioning Power's patriotism, and it continued to keep that question alive.

2. On the morning following TV's guided tour through the White House with Mrs. Kennedy, a front-page story dealt almost entirely with the implication of White House blackmail to get contributions for Mrs. Kennedy's project.

I have never in a long lifetime seen such editorializing in the guise of news.

FRANK A. SIEVERMAN, JR.
Lancaster, Pa.

A CACTUS IS A CACTUS IS A CACTUS

WHILE I AM FORCED to agree with the technical point of Mr. Wilcox's letter concerning Ocotillo "cactus" [*SR*, Mar. 10], I am also compelled to suggest that he delve a little further into actual usage of the word. Having never been to Wisconsin, I've no idea whether the Ocotillo grows there or not, but being a native of the Southwest (New Mexico) I am on "kissing-cousin" terms with the plant and have serious doubts that *anyone* in that part of the country could point out Fouquieria Splendens to him. "Vine cactus" is one of its most widely used misnomers.

Better research, Mr. Wilcox, better research.

MRS. KEN PYBURN.
Pasadena, Calif.

I WAS PARTICULARLY interested in the letter from Kenneth L. Wilcox. Possibly he will be interested in examining a typical desert postcard. If Mr. Wilcox is right, the Western Publishing Co. of Los Angeles has been getting away with fooling the public for years. Also, in reference to the last sentence in Mr. Wilcox's letter, I suggest that he read again the first two paragraphs in my article [*SR*, Feb. 10]. (We pulp writers have been defending ourselves for years.)

RICHARD HILL WILKINSON.
Panorama City, Calif.

PRAISE FOR SHAYON

I HAVE JUST READ Robert Lewis Shayon's piece "The Economics of Controversy" [*SR*, Mar. 10]. It is excellent; it is too bad the Federal Communications Commission didn't have him as an advisor. I heard most of the testimony in the FCC hearings and was appalled at the almost purposeless meandering of counsel and commission.

DAVID LEVY.
Weston, Conn.

BELIEVING THE NEWS

THE ELMO ROPER STUDY of believability in news media, as reported by John Tebbel [*SR*, Mar. 10], presents evidence that is as regrettable as it is inevitable. It should warn all news media, not just the newspapers, of a condition and an effect that can eventually reduce the believability of all post-fact reporting.

As television continues its live coverage of Presidential news conferences and astronaut launchings on the one hand and the fire in the local creamery on the other, this effect sets in. The consumer says, "I saw it myself, with my own eyes."

He believes what he sees.

But knowing what he sees is another matter; and how accurately he sees—and how thoroughly—depends upon such matters as his training, his skill in the art and science of observation, and his background. No need here to elaborate on what has long been known—that eye-witnessing is not the most dependable source of information known to man.

So when one sees with his own eyes the expression on the face of the President, and hears not only his words but his intonation and his tempo as he comments upon the activities of Russian planes in the Berlin corridor, one is going to agree or disagree with the newspaper headline that reads "JFK Irked by Russ in Corridor." He'll agree if he saw the expression as an irk; he'll disagree if he saw it as anything else. The mathematical laws that govern coincidences favor disagreement far more than agreement. And down goes the score of believability for the newspaper.

It doesn't matter whether, in any particular case, the headline writer or the reporter is closer to the truth than the majority of the 10,000,000 or so who saw the conference and pounced upon their own conclusions. It doesn't matter from how deep in contrivance and in pseudo-information the telecast may have been presented. All this has nothing to do with making any one of the 10,000,000 believe anything other than what he thinks he saw.

Let's hope that, even though most of the newspapers chose not to report the Roper study, it is getting serious attention among the editors. In this connection would it be fair to suggest that questions such as these be raised:

> Is it conducive to increased believability to continue fumbling around with policy and bias and headline cliché?
>
> With ten or twenty or forty million eye-witnesses to the event—probably seeing it more clearly than if they had actually been in the room or on the site—can the news media afford to be less than objective?
>
> Is objectivity itself enough?
>
> Is the time at hand to become more than objective—to modify the James Gordon Bennett-W. R. Hearst syndrome in favor of giving more space to interpretation and thoughtful analysis than in the past, when the newspaper was the individual's chief source of public information?

It is entirely possible that the millions of eye-witnesses, once the thrill of exposure is over, will come to believe the writer and the commentator who helps them to find meaning in what they have seen and heard. Perhaps Howard K. Smith is right, and we have moved into a new era of journalism when objectivity is not enough. Better than bias, certainly, but still not enough.

MILO RYAN,
Professor,
School of Communications,
University of Washington.
Seattle, Wash.

I THOUGHT WE HAD learned the lesson that prestige is too elusive a commodity to be measured by opinion survery, but along comes John Tebbel to take seriously such a survey of "What News Does the Public Believe?"

The weakness of this survey is easily shown: The professional poll-takers reported that only 12 per cent of those interviewed considered radio news "most believable" among the various media, yet

PRODUCED 2005 BY UNZ.ORG
ELECTRONIC REPRODUCTION PROHIBITED

they also reported that "only 9 per cent found radio least believable."

To project this kind of reasoning to some distant future, I suppose the poll-takers will one day tell us that 90 per cent of the public considers one of the other media "most believable," while 86 per cent regard that same medium as "least believable."

It seems obvious that the opinions reported in the survey related more to the importance of each medium than to its "believability." Thus, television is taking a greater place in the individual life, more at the expense of newspapers than of radio or magazines.

To tie this trend to the current clamor that newspapers are losing the public's confidence seems to me unjustified.

HALFORD R. HOUSER.
Pompano Beach, Fla.

IF, ACCORDING TO John Tebbel, "nearly all of the free American press apparently did not think worth printing" the fact that "newspapers have declined in public believability by 8 per cent" in the past two years, can it also be true that the time is past "when newspapers could not in fact be trusted to give the news except in a highly partisan way"?

Mr. Tebbel might have made his point more effectively if he had suppressed that small bit of information.

BARBARA S. MARKS.
Scarsdale, N.Y.

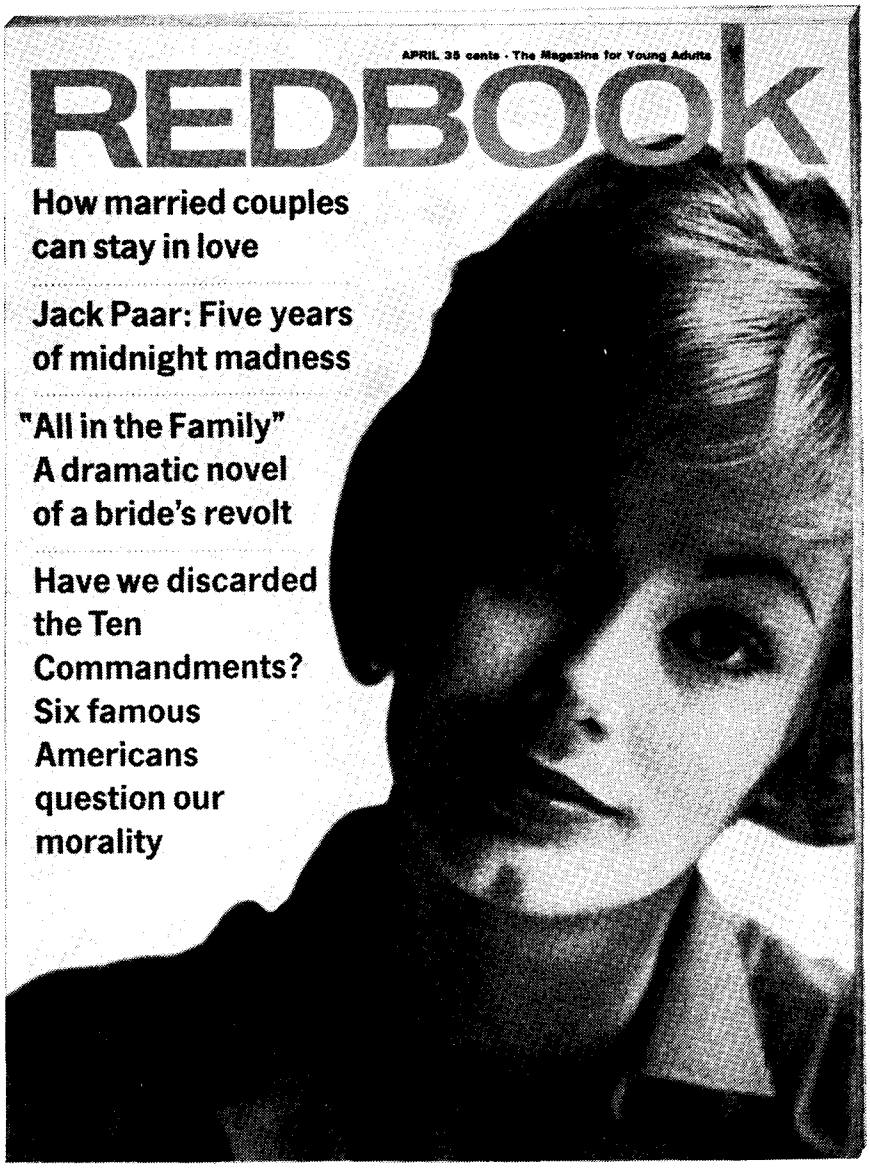
JOHN TEBBEL'S excellent commentary on news media the public believes led off with statistics from a poll of a nature to please all victims of monophobia. The poll purported to present a "cross-section" of the nation's adults by contacts with one out of some 40,000 of the public. It made a case for "seeing is believing" and booted "you can't believe all you see" into a shelter.

The days when men gathered around the pot-bellied stove and aired, argued, debated, and even fought to prove how right their beliefs were are gone. Today one doubts if the urban run of the public knows what it believes. If TV is more believable than newspapers, one assumes this includes commercials. A distressing notion. Does the Hon. Horace Liberal take Bufferin? If newspapers as believable mediums are slipping, it could be that editors have forgotten the Joe Gelatins who write letters to the editor. Only in a newspaper can Joe air his beliefs and gripes, and can Clyde reply to Joe. The semantically coached TV'er communicates, then fades out for a "word from our sponsor," leaving a goodly number of the 39,999 of the 40,000 public unable to reply, or even be polled.

It is my casual theory that the unbelievables fear certain of their treasured beliefs will be shown to have no basis in fact. This emotional jolt is the basis of frustration. Instead of columns of holy political writ from Washington correspondents, for example, let the "public" Joes air their views. Mr. Tebbel's piece, once he got away from percentages, was most interesting and believable.

LOUIS D'ARMAND.
Clearwater, Fla.

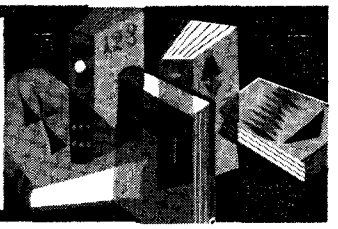
The only major magazine in America with 8* straight years of gains in both circulation and advertising linage


APRIL 35 cents · The Magazine for Young Adults
REDBOOK
How married couples can stay in love
Jack Paar: Five years of midnight madness
"All in the Family" A dramatic novel of a bride's revolt
Have we discarded the Ten Commandments? Six famous Americans question our morality

*and well on its way to the 9th!

PRODUCED 2005 BY UNZ.ORG
ELECTRONIC REPRODUCTION PROHIBITED

Books in Communications



Self-Portrait of the Artist as an Adman

By JAMES F. FIXX

EVERYBODY from Vance Packard to the housewife at the supermarket thinks he knows what goes on in an advertising man's mind, but firsthand evidence is as rare as a TV show without commercials. It is therefore with considerable interest that the advertising and communications world is now reading a privately printed volume of speeches, articles, memoranda, and occasional pieces by the founder and head of one of the five or six biggest agencies in the country, Leo Burnett. The book, **"Communications of an Advertising Man,"** spans some twenty-five years of Mr. Burnett's thinking and offers, in its 350 pages, a sustained inside look at what it takes to find room at the top.

Productwise, thoughtwise, and businesswise (his words, not mine), Mr. Burnett's emphasis is on creative originality and the high role of advertising. As recently as last year he said, "I believe that advertising, in its broad sense as a controlled means of communications, is in its infancy, not only as a tool for the dynamic growth of our economic system and a factor in our culture, but as a powerful force in the sale of ideas which can help promote peace with freedom in our own country and throughout the world." Yet he can also be severely critical of his trade, as when he takes admen to task for chronic exaggeration and dullness. "If the public is bored today," he declared in a speech not long ago, "then let's blame it on the fact that it is being handed boring messages created by bored advertising people." And in another speech: "I have learned that the American purchaser is a tough little baby. . . . Quick perception of misrepresentation, exaggeration, half-truths, and weasel words are part of his built-in protective mechanism."

Some 200 years ago Samuel Johnson, agog at the commercial wonders of eighteenth-century London, remarked, "The trade of advertising is now so near perfection that it is not easy to propose any improvement." Leo Burnett and his confreres around the country have of course proved Johnson spectacularly wrong, and "Communications of an Advertising Man," with its advice to copywriters, analyses of ads, and observations on the craft, suggests some of the reasons why. The collection is not available in bookstores but has been distributed here and there in the trade; it will be worth any advertising man's while to snoop around until he finds a copy.

WAR OF THE WORDS: One slice of writing's vast spectrum is the bailiwick of a largely obscure but staggeringly prolific band of scriveners whose works are peopled with such exotic characters as ergs and amperes, cogs and capsules, apes and astronauts. They are obscure because much of their work is read only by specialists, prolific because it is their job to coax into words the fastest-growing thing since Pinocchio's nose. These writers are those whose province is that layman's *terra incognita,* science and technology. And the woods are full of them. From Canaveral to Cal Tech, and at every plant, laboratory, and reactor in between, thousands of science and technical writers are hunched over typewriters trying to make such concepts as $E=mc^2$ as plain as ABC. The quality of the copy they turn out is inversely proportional to the gravitational attraction of scientific mumbo-jumbo, directly proportional to the distance between themselves and Fowler's "Modern English Usage," and at root often square.

Little Words

As I LOOK BACK over the people who did the most to shape my attitudes about advertising, one of the foremost is the late Art Kudner. One of my treasured possessions is a copy of a book which Art wrote to his newborn son in 1936. One chapter dealt with "words," as follows:

Never fear big long words.
Big long words name little things.
All big things have little names.
Such as life and death, peace and war.
Or dawn, day, night, hope, love, home.
Learn to use little words in a big way.
It is hard to do but they say what you mean.
When you don't know what you mean, use big words.
That often fools little people.

—*From "Communications of an Advertising Man."*

It is to the growing ranks of science writers, no matter which of C. P. Snow's two cultures they write for, that William Gilman has addressed **"The Language of Science: A Guide to Effective Writing"** (Harcourt, Brace & World, $4.95). A former newsman (United Press, New York *Times,* North American Newspaper Alliance) and *Popular Science* editor, he writes knowledgeably and entertainingly about the difficulty of making a reader understand the enormous sprawl of contemporary science. Offering examples good and bad, Gilman threads his way through dense tangles of scientific knowledge which, as he says, "can tie the poor brain in knots"—especially when offered up to a reader in such unruly clumps of prose as this Joycean appraisal of a new airplane:

> Having considerable fuselage ahead of the wing, C-133 exhibits when a sharp roll is induced to one side, then the other lateral shaking which is definite enough to warrant either a firm stance against it or being buckled into a seat.

Gilman's exhibits of ambiguity, aimlessness, and downright literary anarchy, culled from newspapers, magazines, press handouts, and intramural scientific reports, constitute a veritable rogues' gallery of those who have committed assault and battery on the English language (though some of his accusations strike me more as quibbles than true crimes). And his guides to clarity and common sense, even if they are usually light-years away from the universe of Strunk and Fowler, should help settle the style of the scientific writer who isn't quite buckled into his seat. For any writer needs all the help he can get—as the author himself demonstrates by mistaking *naturalism* for *naturalness,* sowing his pages with a crop of clichés, and grafting on a phrase with that rusty old piece of bailing wire, the word *with* ("Science staggers under about 25 billion words published each year, with the figure growing exponentially").

One final cavil: Someone ought to establish a new award, to be presented to any publisher willing to commit the apparent heresy of printing a book about writing without decorating the dust jacket with either (a) a typewriter or (b) fuzzy, blown-up typewriter type. "The Language of Science," while there's no typewriter type on its jacket, does have the familiar old machine, nicely designed by Ellen Raskin but a typewriter nonetheless. Why not, for a change, a picture of that *sine qua non* of good writing, a blue pencil?

PRODUCED 2005 BY UNZ.ORG
ELECTRONIC REPRODUCTION PROHIBITED

Travel

Continued from page 42

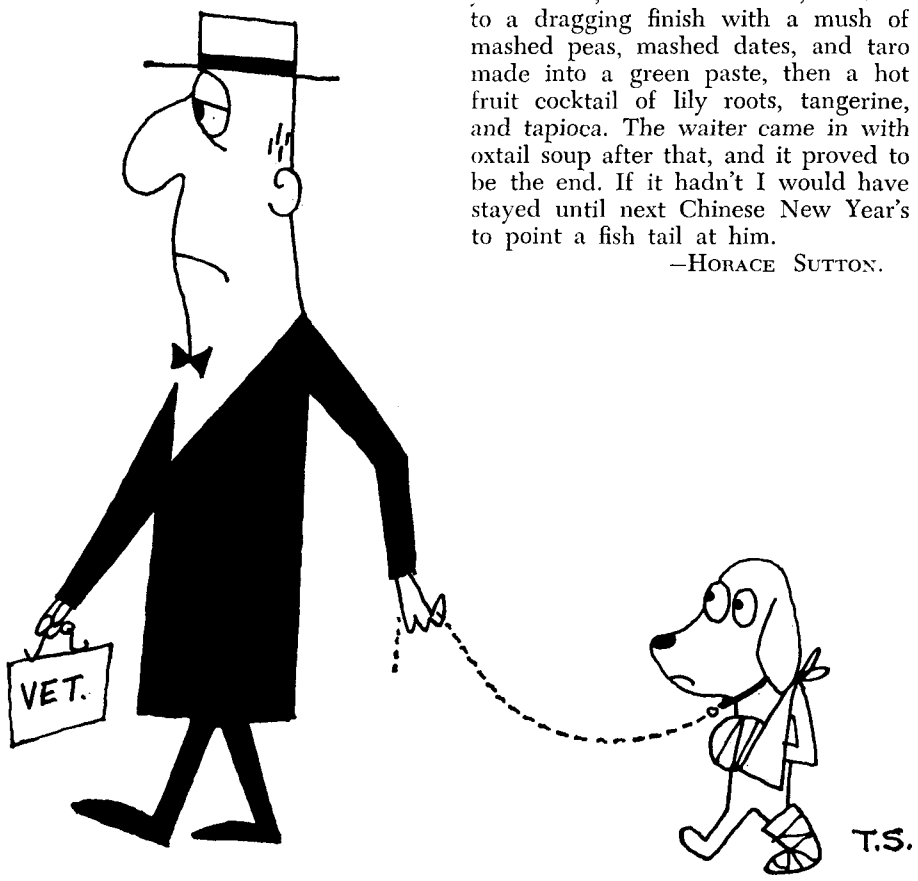
which still remain, and on the night of their surrender Koxinga became king of Formosa. He died in mystery two years later. Legends of him still exist in Japan, and a statue of him stands in Tainan, the oldest city in Taiwan.

The island remained Chinese until 1884 when the French moved into the Pescadores and the northern port of Keelung. The next year it became a province of China, but that status lasted only fifteen years, when Formosa was handed over to the Japanese following the first Sino-Japanese war. Now, blooded anew with refugees from all over China who have fled the Communists, Taipei is achieving a certain cosmopolitan air. It isn't exactly Paris or Mexico City, or even Shanghai, being more like a Jersey City that is all Chinatown, but the restaurants which go under the diverse handles of Rose Marie, January, Green House, and the Riverside Bar-B-Q offer the widest assortment of Chinese fare available to the Western visitor to whom the mainland is closed. Szechuen, Cantonese, Kiangsu, and even Mongolian cuisine is available.

The alleged Mongolian fare is served, with a few suburban U.S.A. trappings, at the Riverside Bar-B-Q. Guests visit the buffet table first, helping themselves to shavings of wild boar, beef, venison, and mutton, adding, at their discretion, watercress, Chinese onions, celery, and pepper and such seasonings as ginger juice, wine, syrup, water, soy oil, shrimp oil, sesame oil, hot pepper oil, and ground hot pepper. You take your own concoction to the chefs, who wear white coats and aprons reading "If you don't try Mongolian barbecue that means you have never been to Taiwan," and they grill it for you over white-hot grills there by the shores of the Tamsui River.

But nothing is more memorable to the palate, if not the mind, than an evening at Yu Yuan, an establishment which features Szechuen-style cooking, a cuisine so hot it is said to keep away the mosquitos. Not the least of the attractions of Yu Yuan, whose entrance is through a frenetic bazaar, is its menu, which is printed in English and offers such delights as "Shark Lip with Green Vegetable," "Shrimp with Fried Crisp Rice (Bomb Moscow)," something called "Ants Climb Tree," "Fish Head in Sand Pot (In season)" and that gem among desserts, "Candid Banana." The ray of hope comes at a big Chinese dinner, when you see the fish come in, for then you know it's next to the last course. If you're the guest of honor the head will point to you. But if it is a New Year's party given by your boss and the tail is pointed to you, then you're fired, Charlie. As for us, we came to a dragging finish with a mush of mashed peas, mashed dates, and taro made into a green paste, then a hot fruit cocktail of lily roots, tangerine, and tapioca. The waiter came in with oxtail soup after that, and it proved to be the end. If it hadn't I would have stayed until next Chinese New Year's to point a fish tail at him.

—Horace Sutton.



CLASSIFIED

CLASSIFIED ADVERTISEMENTS are accepted for things wanted or unwanted; personal services; literary or publishing offers, unclassified elsewhere; miscellaneous items appealing to a special intelligent clientele; jobs wanted; houses or camps for rent; tutoring; ideas for sale. All advertisements must be consonant with the character of Saturday Review. Rates for a single insertion, 55¢ per word, 10-word minimum. Count 2 extra words for Box and Numbers. Rates for multiple insertions:—52 times 47¢ per word each insertion; 26 times 49¢ per word each insertion; 13 times 51¢ per word each insertion; 6 times 53¢ per word each insertion. Full payment must be received seventeen days before publication. We forward all mail received in answer to box numbers and submit postage bills periodically. Mail to be called for at this office will be held 30 days only. Address Classified Department, Saturday Review, 25 West 45th Street, New York 36, New York.

LITERARY SERVICES

MANUSCRIPT TYPING. Ambassador Office Service, 17 East 48th Street, NYC. PLaza 5-1127.

ELSIE AUGENBLICK, manuscript typing—books. 342 Madison, NYC. MUrray Hill 7-0492.

TOPS IN TYPING—LEAHEYS, Seven Park Avenue, NYC. MUrray Hill 6-4464.

MANUSCRIPTS PROFESSIONALLY TYPED. Tape recordings transcribed. STILLMAN ASSOCIATES, 1394 Third Avenue (at 79th Street), NYC. TRafalgar 9-9177.

REPRODUCTIONS of manuscripts, galley proofs, etc. Permanent black and white copies. As low as 4¢ per page. Trans Central Reproductions, Inc., 18 West 33rd, NYC. LOngacre 5-4774.

MEMO TO WRITERS: Helpful, honest advice from authors and editors plus market lists showing where to sell manuscripts, monthly in THE WRITER magazine, $5 yearly. Send $1 for 3-month trial subscription. The Writer, 8 Arlington Street, Boston 16, Massachusetts.

BOOKS

SOCIALIST BOOKS. Catalogue, literature, FREE. New York Labor News Company, Dept. X, 61 Cliff Street, NYC 38.

BRITISH BOOK BARGAINS—all subjects. Catalogues free. Wants solicited. Transbooks, North Wantagh, New York.

THE PAPERBACK BOOKSELLER — "If it's bound in paper—we're bound to have it." 147 Front Street, Hempstead, N.Y. We pay postage.

SAVE TO 83% on publishers' overstocks. Free catalogue. Reader's Service, 5435 Upland Way, Philadelphia 31, Pa.

NEWS of new paperbound books and re-issues, best seller reports from U.S., abroad; censorship roundup and comment, miscellaneous affairs literati. Quarterly, $1 a year. Paperback Newsletter, Box 4406, Stanford, California.

PRE-TRIG, a new teenager's math book, 50¢ postpaid. Astro-Computing Books, Box 5540-SR, Washington 16, D.C.

FRENCH BOOKS

THE FRENCH BOOKSHOP, 556 Madison Avenue, New York's French bookshop, where French books are sold exclusively. Mail order catalogue 70¢.

JAPANESE BOOKS

BOOKS FROM JAPAN in English: Japanese gardens, flower arrangement, art, literature, travel. Free catalogue. Japan Publications Bureau, Dept. 107, 156 Fifth Avenue, NYC 10.

BOOKPLATES

FREE CATALOGUE — many beautiful designs. Special designing too. Address BOOKPLATES, Yellow Springs 7, Ohio.

(Continued on page 82)

PRODUCED 2005 BY UNZ.ORG
ELECTRONIC REPRODUCTION PROHIBITED

CLASSIFIED

(Continued from page 81)

OUT-OF-PRINT

TRANSATLANTIC BOOKSEARCHERS. Wants actively sought in England and America. Wantagh, New York.

BIBLIOPHILES: World Wide Research — immediate Quotations. Try me first! John Friend, Bookfinder, Box 2570, Long Beach 1, California.

ANY BOOK LOCATED. Free catalogue. MID-WEST BOOK SERVICE, 4301 Kensington, Detroit 24, Michigan.

CAN'T GET IT? We'll find it and fast, BEACON HILL BOOKSELLERS, 84 Charles Street, Boston 14, Massachusetts.

WE'LL FIND THAT BOOK. Out-Of-Print Experts, Box 1692, Manhattan Beach, California.

BOOKS LOCATED! You name it—we find it. Book Mark, 51K Walnut, Mt. Clemens, Michigan.

FREE SEARCH SERVICE. Any book located. Thousands successfully found. Paul Revere Bookshop, 12 Mason, Cambridge 38, Massachusetts.

NAME THE BOOK—We'll get it. CHICAGO BOOK MART, Chicago Heights, Illinois.

LOCATE BOOKS! Aardvarks Booksearchers, Box 668, San Diego 12, California.

ANY BOOK YOU NEED or want usually supplied from large selected stock of fine and scarce books. Kendall Gaisser, 1242 Broadway, Toledo 9, Ohio.

YOU NAME IT—WE FIND IT. Prices surprisingly low! INTERNATIONAL BOOKFINDERS, Box 3003-S, Beverly Hills, California.

BAER'S BOOK SEARCH, 2856 Woodlawn Terrace, Memphis 7, Tennessee. We will find that book.

ART

FEININGER WATERCOLORS through April 30th. Alan Auslander Gallery, 325 East 57th Street (7th Floor), New York 21. Monday-Saturday 12 to 6.

THE FAR GALLERY PRINT COLLECTORS' CLUB enables collectors with modest budgets to acquire original works of graphic art. Ask for descriptive folder. 746 Madison Avenue, New York 21.

JAPANESE PRINTS. Museum-authenticated reproductions of Sharaku, Hokusai, Hiroshige, etc. From hand-carved woodblocks using exactly same materials as originals. Illustrated pamphlet with 268 different subjects, $1.00 airmail, 25¢ seamail. Adachi Institute, CPO Box 362, Tokyo, Japan.

PINING FOR PICASSO? A Must for the Print Collector: Subscription for illustrated supplements to catalogue #10 (minimum of five) through Spring 1963—$2.00. Some copies of catalogue #10, 72 pages with 150 illustrations of original prints, still available, $1.00. Dept. B, Peter Deitsch, 1018 Madison Avenue, New York 21.

OUTDOOR PAINTING. Peaceful Vermont. Request Folder. Jay Connaway Art School, Southern Vermont Art Center, Manchester 5, Vermont.

FRIENDLY Little Art School in quaint TAXCO. Individual instruction. Inexpensive living and tuition. Bilingual teachers. TAXCO SCHOOL OF ART, Taxco, Guerrero, Mexico. Brochure.

ORIGINAL SEASCENES oil paintings done by our best graduate students. Unframed. 16" x 20" and larger. $13.50 (two $25), satisfaction guaranteed. Gloucester Art Institute, P.O. Box 538, Gloucester, Massachusetts.

NEW CLASSES NOW in all printmaking techniques. Etching, woodcut. Write or call Pratt Graphic Art Center, 795 Broadway, NYC 3, ORegon 4-0603.

RECORD MART

78 R.P.M. RECORDINGS, 1902-'50, sold. Free list. Collections bought. E. Hirshmann, P.O.B. 155(A), Verona, New Jersey.

SELF HYPNOSIS, personality, vocabulary improvement on LP. Over 200 really unusual recordings. Catalogue free. Sleep Learning Research Association, Box 24-RE, Olympia, Washington.

IMPORTED GERMAN, AUSTRIAN, SWISS RECORDINGS—Folk songs, current hits, operas, operettas, classicals. Ask for catalogue. Bremen House, 218 East 86th Street, New York 28, N.Y., REgent 4-2500.

SUBSTANTIAL CONSUMER SAVINGS on all records—all labels, all artists! Write for free catalogue and special sales bulletins. Chesterfield Music Shops, 12 Warren Street, NYC, Attn: SR.

FOREIGN PERIODICALS

FRENCH AND POLISH PERIODICALS and books. European Publishers, 132 West 43rd Street, New York 36.

ITALIAN PERIODICALS AND BOOKS. Italian Publications, 132 West 43rd Street, New York 36.

GERMAN, SWISS, Austrian, Scandinavian, Dutch Publications, Magazines, Newspapers, Books—Literary, Scientific, Popular. German News Company, Inc., 200 East 86th Street, New York 28, N.Y., BUtterfield 8-5500.

SOVIET-RUSSIAN PUBLICATIONS. Free 280 page Subscription Catalogue of Periodicals in English and Russian languages. Every known subject—limitless selection—art, cinema, culture, drama, poetry, philosophy, geography, politics, automation, technology, history, nuclear research, chess, music, all sciences, etc., etc., etc. Thousands of satisfied subscribers. Many monthly and weekly periodicals in English language. Write today for your FREE catalogue. Cross World Books and Periodicals, Inc., 333 S. Wacker Drive, Chicago 6, Illinois.

BACK NUMBERS

MAGAZINE SPECIALISTS — Stock of 1,200,000 back issues. "BACK NUMBER" Wilkins, Danvers, Mass.

COLOR SLIDES

SENT ON APPROVAL! Complete your collection with the scenes you missed. Select from thousands of colorful 35 mm slides from 88 countries—all as beautiful as your best originals. You name it, we have it—restricted interiors—Oberammergau 1960—SEATTLE WORLD'S FAIR (Century 21)—exciting peoples of the Far East! Send 25¢ for the big 88-page, 8th edition Wolfe Catalogue of Hi-Fi slides in true, living color. For more than 10 years Wolfe slides have been sent on approval—they have to be good! Ask for free description of the new Concise World Travel Encyclopedia — a Wolfe exclusive—100 pages. Includes helpful foreign words, even phonetic Japanese! Wolfe Worldwide Films, Dept. 742A, 1657 Sawtelle Boulevard, Los Angeles 25.

SCHOOLS

FARRAGUT. Fully accredited college preparatory. Toms River, New Jersey, St. Petersburg, Florida. Naval training. Also Junior School in Florida. Guidance for college, career. Sports, bands. Camp, approved summer school. Catalogue. Admiral Farragut Academy, Box S. Toms River, New Jersey.

PIANO INSTRUCTION

EXPERT piano lessons at midday. Circle 5-4572 NYC. Call A.M.

MUSICAL INSTRUMENTS

KURT WITTMAYER and De Graf harpsichords. Import representative, Niek Verkruisen, P. O. Box 8104, Philadelphia.

FOR THE GOURMET

DEVILED LOBSTER! Maine seafoods, dips, soups, spreads. Obtainable finest shops. Look's "Atlantic," Cutler, Maine.

JERSEYITES! "Atlantic" Maine seafoods at Jugtown Mountain Smokehouse, Flemington, Short Hills. Norton Delicacies, New Milford, Connecticut.

HOBBIES

105 DIVERSIFIED British Empire 10c. Approvals included. Linstamps, St. Catharines 414, Ontario.

MAYFLOWER STAMP ALBUM 10c. 407 illustrations, 64 pages. Approvals accompanying. Niagara Stamps, St. Catharines 714, Ontario.

PHILATELIC JUNGLE 10c. Fifteen zoological specimens. Approvals included. FREE watermark detector. Crown Stamps, Virgil 314, Ontario.

PERSONALS

SHAKESPEARE FESTIVAL AND INSTITUTE, July-August: Elizabethan staging of Henry IV, Part 2, Coriolanus, As You Like It, Comedy Of Errors. College credit for concentrated Institute courses in Renaissance history, philosophy, arts, professional staging, playwriting. Address SHAKESPEARE, Ashland, Oregon.

WE MOVE YOU WITHOUT TEARS—and economically. Insured household moving, packing, and storage. Vans and station wagons—local, long distance. THE PADDED WAGON, INC., ALgonquin 5-8343 NYC.

FRED WARING SONG BOOK—87 Favorites for Singing Around the Piano; Family Fun, Party Fun. 128 pages in full color, postpaid, $1.50. Dept. CD, Shawnee Press, Delaware Water Gap, Pennsylvania.

OLD LETTERS WANTED. Authors, statesmen, scientists, military leaders, musicians, etc. Correspondence or single items bought and sold. Established 1887. Catalogue on request. Walter R. Benjamin Autographs, 18 East 77th Street, NYC 21. REgent 4-3902.

RECORDERS (FLUTES) KUENG SWISS Import. Dolmetsch. Purcell, $5, $7.50 up! Student Special, Corelli, $3.95; Recorder Music, Methods, Guitar Music. Free catalogue, 4-2-B, HARGAIL, 157 West 57th Street, NYC.

SEEKING PEACE OF MIND? Free homestudy course in the Catholic Religion. PAULIST FATHERS INSTRUCTION CENTER, Dept. S, 18 East 76 St., NYC 21.

"GO!"—ANCIENT JAPANESE STRATEGIC GAME—$5.50. Free catalogue: games; chess, bridge, puzzle books. Classic Games, 2481 Davidson Avenue, NYC 68.

COTTONS, DELIGHTFUL, for your spring sewing. Lightweight tweeds. Tough, earth-colored, tweeds. Rygja knitting yarn. Carol Brown, Putney 20, Vermont.

EXPERIMENT WITH "SLEEP-LEARNING!" Use your phonograph, recorder. Fascinating, educational. Catalogue, details free. Sleep-Learning Research Association. Box 24-JJ, Olympia, Washington.

NEUPERT HARPSICHORDS, CLAVICHORDS. Oldest, finest. Free Catalogue. MAGNAMUSIC, Sharon, Connecticut.

AUTHENTIC SPANISH BULLFIGHT POSTERS 1¾ x 3½ ft. Two for $3. Research Publications, Box 305-A, Wall Street Station, NYC 5.

NEW, FREE CATALOGUE. Sheepskin, double deerskin moccasins, casuals, slippers, boots. 30 styles. Cottage Crafts Shop, Rutland, Vermont.

OVERSEAS POSITIONS offer free travel, high salaries. Comprehensive new booklet, "Guide to Employment Abroad," covers all possibilities, all countries—administrative, teaching, librarian, secretarial, medical, professional, engineering, sales, etc. Includes original, exclusive "Directory of American Companies Abroad." Full details on international organizations, Government careers overseas, summer jobs, English-language newspapers overseas. 1962 edition $1.00. Money-back guarantee. Hill International Publications, P.O. Box 79-X, East Islip, N.Y.

BRITISH SHOES FOR GENTLEMEN at a fraction of their American retail prices! $10.95 includes duty and import charges. Delivery in ten days from receipt of order. Money-back guarantee. Write for free illustrated catalogue. Steven Williams, Sr., Ltd., 40 Chatham Road, Short Hills, New Jersey.

HAVE YOU OUTGROWN ORTHODOXY? American Humanist Association welcomes you! Nonpolitical, nonsupernatural. Local chapters, publications. Three month trial membership, $1; year, $5. American Humanist Association, Dept. SR5, Yellow Springs, Ohio.

CRABTREE MOVERS, LTD. Prompt, efficient, courteous. Moving, packing, storage. GRamercy 5-2421 NYC.

MONEY FOR TV COMEDY INTERVIEW. Have you strong, unique opinions? Or is yours an unusual story? Want to tell it on TV? Call Mrs. Garrett at YUkon 6-3535 NYC between 10 and 6 weekdays.

PRODUCED 2005 BY UNZ.ORG
ELECTRONIC REPRODUCTION PROHIBITED

PERSONALS

SENSITIVE, CANDID CHILD PHOTOGRAPHY in familiar surroundings. Ted Kimmel, 509 Fifth, NYC, MUrray Hill 7-2570.

CATS FOR ADOPTION. All sizes, all colors. Free. WAtkins 4-8493 NYC.

"SUMMER OPPORTUNITIES FOR TEENAGERS" details thousands of fascinating ideas and activities for a really worthwhile, interesting, and useful summer. Includes jobs; part-time work; study awards; travel, sports, foreign, special interest camps; etc. Summer programs are filled early—don't miss out. Regular price $3.00—now only $2.50. Limited supply. Teenage Institute, 173 North 9th Street, Brooklyn 11, N.Y. (Add 25¢ regular mail, add 50¢ first class.)

IMMORTALIZE YOUR CREATIVE WORKS—your own poem, story, speech, etc., permanently preserved on a professional record with professional readers and background music. Send $1 for sample record. WTFM Recordings, Long Island Expressway, Fresh Meadows 65, N.Y.

WOOL-NET SKIRTS, unpressed pleats, lined, street or full length: off-white; soft gray; deep blue/green; multicolors . . . unusual, charming. Carol Brown, Putney 22, Vermont.

STUDY BALLET. Cool Vermont. Request Folder. Svetlova Ballet School, Southern Vermont Art Center, Manchester 5, Vermont.

CHOOSE DARBY NECKWEAR from swatches of hand-printed and imported fabrics. Darby Ties, Box 423, Greenfield, Massachusetts.

TOP CASH PAID for letters and documents of famous people. Immediate decision! Immediate payment. Ask TODAY for free brochure, "How To Sell Your Autographs." Catalogues issued. Charles R. Hamilton, 25 East 53rd Street, NYC 22, ELdorado 5-3464-5-6.

REPAIRERS OF THE IRREPARABLE. Restoring China, Glass, Silver, Ivory, Tortoise Shell, etc. Lamps mounted. Hess Repairs, 168 East 33rd St., NYC 16.

YOUR GLOBAL ADVENTURE. Largest journal of actual positions for teachers, administrators, students, librarians, scientists, etc. (includes summer jobs). NOT just a list—includes specific U.S. and foreign positions open now. Approved since 1952. RUSH $1.00 for current issue. Yearly membership $6.00 (9 issues). Manual, "How to Write a Resume," 50¢ or FREE with yearly. Advancement Institute, 171 North 9th Street, Brooklyn 11, N.Y.

COVERED WAGON MOVERS. Competent, experienced, insured. For estimate call Jerry McGruddy, ALgonquin 5-1788 NYC.

ANCIENT ARTIFACTS—From Biblical Lands and Times. Rare Oil Lamps—Scarabs—Spear Heads—Coptic Textiles—Papyrus—Flints. Direct source for antiquities! Free Catalogue. Write: Aladdin House, 520 Fifth Avenue, New York 36, N.Y.

GOSSAMERY GOLD BRACELET. Beautiful collector's piece custom created by hand. $5.00. Send wrist measurement. MEB, Route 3, Box 226, Attalla, Alabama.

WILL YOUR RETIREMENT be a pleasure . . . or a problem? All of your retirement needs can be provided at CRESTVIEW CLUB APARTMENTS. The newest, most carefully appointed apartment-type building in the eastern United States for those 60 years and over. Located in suburban residential Toledo, Ohio, near shopping with good transportation. Meals, services and guaranteed life care if and when needed for reasonable monthly fee. For full information on life lease program, write: J. J. Boomgard, 5330 Harroun Road, Sylvania, Ohio. You will enjoy freedom, friends and fine food at CRESTVIEW.

KEYBOARD reading chart. Fits piano. $1. Box 356, Scarsdale, N.Y.

FERTILITY GODDESS, cast from original Canaanite stone mold. 8". Gift packaged with explanatory literature. $5.00 ppd. Sharon Export, Box 7193, Jerusalem, Israel.

HEIRLOOM MINIATURES created from old photographs. Satisfaction guaranteed. Details free. Deaver Studio, West High, Mount Vernon, Ohio.

"HOMEBREWING! Beers, Wines." Instruction Manual $1. (Guaranteed!) Crystal's, 28-BSR11, Millburn, N.J.

PERSONALS

FRENCH FAMILY takes limited number of guests on 50-acre estate near Limoges; summer reserved for teenagers wishing to improve their French. Write Thevinen, Solignac, H.V., France.

COMMISSIONS ACCEPTED in Southeast Asia by responsible American resident of Bangkok. P.O. Box 1236, Bangkok, Thailand.

23-YEAR-OLD AUSTRIAN exchange student wants to drive to California in May. Experienced, reliable driver. Excellent references. Will drive alone or with owner. Reply Peter Branti, Box 323, Keene, N.H.

CONCERT PIANIST seeks editorial help in exchange for lessons or coaching. NYC. ILlinois 9-1218.

HAVING TROUBLE keeping your factory, hotel, mill or mine running? Unusual Electrical Mechanical Maintenance Foreman wants job. Widely read, traveled, and experienced. Some Spanish. Box X-136.

COMPETENT COLLEGE GIRL, junior, attractive, intelligent, writing ability, seeks summer employment—any field. NYC. Box W-985.

SECRETARY AVAILABLE—stenography, diversified experience, mature. NYC area. Box X-106.

PSYCHOLOGIST, Ph.D., male, 29, wishes summer employment Europe: College teaching, clinical psychology, camp supervisor. Box W-992.

PROFESSIONAL FILM MAKER will take salary cut to make purposeful films; associations, foundations, groups. Box X-126.

SECRETARY desires position New York art gallery. Mature, 8 years PR experience, widow of established artist. Box W-994.

"SUMMER JOBS"—over 15,000 authentic jobs in the U.S. and Abroad for Students, Teachers, Librarians, Writers, etc. Includes earning FREE trips to Europe. NOT just a list—includes actual job data, salaries. In use since 1952. Hurry. Summer jobs are filled early. Regular price $3.00—now only $2.50. Supply limited. Summer Directory, 169 North 9th Street, Brooklyn 11, N.Y. (Add 25¢ regular mail, add 50¢ first class). FREE resumes given with first 100 orders.

COED SEEKS summer position as governess for European travel. References. Box X-131.

YOUNG UNIVERSITY PROFESSOR, experienced with children, willing to travel, desires job as French-governess during summer months. Reply before April 30th. Box W-997.

AVAILABLE for summer—art major. Susan Moore, MBC, Staunton, Virginia.

PHYSICIAN, single, mature, former Air Force pilot, finishing internship in June, seeks unusual opportunity. Box X-124.

MEXICO? Creative shoestring stay. Share expenses with man. References exchanged. Box X-133.

PROFESSIONAL COUPLE desires Florida position. Teaching administrator (Florida Certificate) wife (R.N.) interested school, youth group, estate, motel. Experienced property, grounds, staff management. Available August. Box W-987.

COOK SEEKS summer employment, New England. Varied cuisine. Box X-132.

WANTED: Inexpensive year-round hideaway lower Connecticut by widow, 68. Would share. Box X-117.

CAPABLE COLLEGE SOPHOMORE COED, qualified swimming instructor, wants job lifeguard family pool or group, recreation director, tutoring. Sherry Bush, Elkader, Iowa.

HAVERFORD COLLEGE junior pre-med and Rochester University coed anxious to work together, earn money for "nest egg." Go anywhere. Available early June middle September. Licensed drivers, experienced children's counselors, waiting table, beach front work, athletic. Previous American Friends Service Committee positions. Personable. Highest employment-character references. Box W-990.

MEXICO, did you say . .? I'll drive, guide, abide, while you enjoy your holiday. Interpreter Service, 240 West Mayfield, San Antonio, Texas.

UNIVERSITY JUNIOR, single, seeks summer employment, anything lucrative. Will travel U.S., abroad. Box W-978 .

WOMAN, background editing, theatre, executive secretary, seeks summer employment anywhere overseas. Box X-121.

LICENSED, EXPERIENCED hair stylist, female, seeks traveling position. Box W-999.

PERSONALS

CHINESE EDITOR/TRANSLATOR offers service in China research. Box X-129.

VERSATILE, unpedantic single man, 28, background mathematics, music, English, business, desires unusual, challenging employment. Box W-980.

COUPLE—Theatre, movie, art, folk dance—desires summer employment. Edelson, 19 Griswold Street, Cambridge, Massachusetts.

UNIVERSITY COED seeks summer employment. Dependable. Loves literature, outdoors. Box X-112.

PENN SOPHOMORE desires summer piano playing job. Professional experience. Box W-975.

OBERLIN WOMAN GRADUATE with A.B., B.M., seeks job, preferably outside U.S. Skills and experience include music, art, languages (fluent German), youth leadership (camps, church, YWCA). Has studied and traveled in Europe. Box X-108.

FEMALE TEACHER seeks summer position secretary, tutor, home or abroad. Box X-102.

NEW M.D.s. Opportunity to start ideal, idyllic, independent practice in Portland, Oregon. No money needed. Box W-982.

EMPLOYMENT OPPORTUNITIES

SUMMER-RESIDENCE CLUB in beautiful mountain resort is seeking replacement for its soon-retiring Executive Secretary in charge of billing, payroll, financial records. June 15th-September 15th. Small salary during learning period (1962 season) but substantial increase second year. Own office; own room and bath; all meals; free golf, tennis, swimming. 2½ hours NYC. Personable, gentleman. Or woman. Preferably single. Box W-882.

RETIREMENT MONOTONOUS, northern winters discouraging? Girls preparatory day school, Biscayne Bay, Florida, needs part-time experienced humanities teacher. Box W-713.

EXPERIENCED TEACHER—learner to work in exciting experimental non-graded elementary school in Los Angeles starting September 1962. Must be mature, creative and eager to seek improved educational methods. Small classes. Outstanding facilities. Adequate salary. Send detailed description of qualification to Box X-142.

WANTED—Instructor for St. Thomas Hebrew School, Virgin Islands, for season October 15th, 1962-June 15th, 1963. Salary competitive with entire yearly salary of high-paying similar jobs on mainland. Young married couple preferred. Modern Hebrew conversation necessary. For further particulars, write airmail P.O. Box 608, St. Thomas, U.S. Virgin Islands, giving qualifications and references.

ENGLISH TEACHER, retired but still active—or just tired of northern winters. Position available in College Preparatory day school for girls. High standards. Beautiful location near Coral Gables, Florida. Box W-981.

HOUSES AVAILABLE

For Sale

VERMONT COUNTRY PLACES; Building Sites; Investment Acreage; Business Opportunities. Ray Holway, Realtor, Gryphon Building, Rutland, Vermont.

KITTERY POINT, MAINE. 1798 Colonial. Shorefront 2 acres landscaped. 10 rooms, 2 baths, suitable one or two families, possible rental income. Hand-hewn beams, paneling, fireplaces. New plaster, plumbing, heating, wiring. 2 screened porches, garages, patio. Box X-114.

CENTRAL VERMONT—Retirement homes, farms, camps, acreage. Free list. W. S. Gilman, Broker, Chelsea, Vermont.

PUMPKIN OR COACH? Old farmhouse, in beautiful setting with brook and view, needs remodeling. New heat, copper piping, and wiring are in. $11,500. The Kramer Agency, Great Barrington, Massachusetts.

CLAVERACK, N.Y. Prerevolutionary, stone, modernized. 10 rooms, 2½ baths, attached studio. 2 acres. Near skiing, lakes, Tanglewood. Brochure. Box X-111.

1770 TAVERN. Architect restored as home 1959. All modern conveniences. 10 rooms, stone fireplace, hand-hewn exposed beams, 2 story studio, brook, woodlands, fields, view. Woodstock, Vermont. $42,500. Box 3, Taftsville, Vermont.

(Continued on page 84)

PRODUCED 2005 BY UNZ.ORG
ELECTRONIC REPRODUCTION PROHIBITED

HOUSES AVAILABLE

For Sale

(Continued from page 83)

IF YOU PREFER the look of tree-lined streets and a settled air, we think we have the spot for you. In southern Westchester, a half hour from Manhattan, within three blocks of a top school, the few houses available are individual and solidly built—English Tudor, Colonial—3, 4 bedrooms, 2, 3 bathrooms. They're priced in the twenties and loaded with architectural interest. You'll even find room for that library you've always wanted. Call BEverly 5-1997.

SOUTHERN VERMONT VILLAGE HOUSE—2 sitting rooms with long, low windows, pretty layout. 7 other rooms, slate roof, all good condition. Barn, chicken house, spring. $7,000. Snare Associates, Dorset, Vermont.

For Rent—Furnished

ITALY—Mountain farmhouse, near Florence, panoramic location, large grounds, 3,000 ft. elevation, spring water, by year or season. For details write P.O. Box 95, Highland Park, Illinois.

For Summer Rental

CAPE COD COTTAGES. Seasonal to bimonthly. $300-$800 monthly. Covering several seashore towns. Nauset Summer Rental Center, Orleans, Massachusetts. Phone 552.

WILMINGTON, VERMONT. Chalet-like country home—fireplace, 3 bedrooms, cool. Near lakes, pool, music. Box W-559.

WRITERS' HAVEN. No noise, year-round house, Manomet, Massachusetts. 2 bedrooms, all modern conveniences, private beach. Box W-891.

SOUTHERN VERMONT. Idyllic hilltop retreat. Beautifully equipped. Trout stream. June, July, August $600. Box W-933.

NANTUCKET, MASSACHUSETTS. Unusual house, living room 20 x 30 ft. overlooking garden, 4 bedrooms, 2 baths, lavatory. Season $1,300. Also quaint cottage, 2 bedrooms. Box W-951.

SANDY POND LODGE. Hope Valley, R.I. Furnished country cabins. Reasonable.

2 MODERN HOUSEKEEPING COTTAGES on 90 wooded hillside acres. $450-$900 season. Excellent swimming. Box 54, Hackettstown, N.J.

SHADED BY TREES, serenaded by brooks, this charming 2 bedroom cottage invites a lazy summer. Lake nearby. Tanglewood 20 minutes. July or August $350. May through October $55 weekly. The Kramer Agency, Great Barrington, Massachusetts.

COTTAGE, suitable two or more, view, near lake, secluded, accessible. Season or monthly. Madeline Holden, Wallingford, Vermont.

MAINE COAST COTTAGE. 2 bedrooms, 2 baths, central heating. Box X-118.

PINE HILL, NEW YORK. 7 rooms. Long season. Clara Morton.

CENTRAL MAINE. Modern, secluded lakefront cottage. Large living room, bedroom, bunkroom, bathroom, electric kitchen. $300 month. Box W-986.

WALLENPAUPAK, lakefront modern cottage. Private. Kenmar, Minisink Hills, Pennsylvania.

UPSTATE NEW YORK. Charming farmhouse. Rent by week. Inexpensive. VIrginia 7-8570 NYC.

VERMONT COTTAGE, mountain woodland setting, fireplace, swimming, suitable family, available season, monthly, reasonable. Box W-991, COrtlandt 7-6393 NYC.

BREWSTER, CAPE COD. Comfortable old farmhouse, seven single beds. Season $975 or monthly. Box W-993.

VERMONT: Spacious meadow home near mountain. $400 June 9th-September 5th, less $100 for tending, eating, freezing vegetables. John Parke, Box 448, Middlebury.

HOUSES WANTED

For Summer Rental

WANTED: upstate New York, 3 bedroom house. Hiking, swimming, boating. Two summer months. 1637 Cloverdale, Baton Rouge, Louisiana.

GENTEEL FAMILY of seven seeks cottage with good fishing, swimming and seclusion. Paul Mandabach, 715 South Street, Barrington, Illinois.

HOUSES FOR EXCHANGE

MEMBERS EXCHANGE HOMES for rent-free vacations. Write: Vacation Exchange Clubs, 554 Fifth Avenue, New York 36.

APARTMENTS FOR RENT

Furnished

MID-MANHATTAN. Lexington and 83rd. 6 air-conditioned rooms, 3 bedrooms, 3 baths, free garage and utilities. June-September or part. $350 monthly. Stephen Lamb Associates, 60 East 42nd Street, NYC, MUrray Hill 7-6854.

GREENWICH VILLAGE, NYC—Lovely block, 4½ rooms, garden, dishwasher, washer-dryer. June 15th-September 15th, $275 monthly. Box W-995.

WASHINGTON SQUARE, NYC. May 1962-September 1963. 2½, air-conditioned, balcony, 14th floor. $170. PLaza 2-0460, Box X-134.

APARTMENTS AVAILABLE

For Summer Rental

APARTMENT at informal Lodge on clear mountain lake near Pine Glen. Cool, comfortable and convenient. 50 miles from NYC. All lake privileges. Season or month. Write Glen Lake Lodge, Box 396, Sparta, N.J.

APARTMENT WANTED

PROFESSOR requires small furnished air-conditioned apartment, East side, Manhattan. June-September. Box X-122.

PROPERTY FOR SALE

COLONIAL, 12 rooms, furnished, 123 acres. Elevation 2,200'. $16,000. Deerhaven, Meridale, N.Y.

CAMPS

MILLHOLLOW: Unique appointments, charming location near Cooperstown, N.Y. Boys 10-14. French, Music, Art, Crafts, outdoor activities. Inquire Kenneth G. Stowell, East Hampton, Long Island, N.Y.

MAINE BOYS CAMP—Fifteenth season. Sports, sailing, unexcelled fishing. Rustic setting, modern conveniences. Tuition $500. Brochure. Camp Dry Kye, Ellsworth Falls, Maine.

TEEPEE—ROCHESTER, VERMONT. Coed, baseball, basketball, tennis, horses! Jrs 7-12 years. Fun-loving camp with lots of music, swimming, overnite cookouts and agriculture. Srs 13-15 years. Trips: Quebec, Stratford, Presidential Range. At camp: ½ day work, ½ day play. Otten, 547 Riverside Drive, New York 27, N.Y. MOnument 2-3944.

CAMP BIOTA. Ideal summer FUN AND KNOWLEDGE for adventurous boys, 9-14. Natural Science for gifted. Private lake. 400 acres. Survival techniques, creative indigenous crafts, canoe trips. Fishing, swimming, archery, riflery, riding. Excellent staff. Phone: Nashville, Tennessee, POplar 6-2494. Write: Dr. and Mrs. Forrest S. Evans, Joelton, Tennessee.

FARRAGUT NAVAL CAMPS. Summer of adventure: boys 9-16 inclusive. Trips: 63-ft. flagship, 42 land, water activities. Approved summer school. Catalogue. Farragut Camps, Box SRC, Toms River, New Jersey.

ADIRONDACK WOODCRAFT CAMPS, 37th year. Boys 7-18. 5 age groups. Near Old Forge. William Abbott, Box 2385, Fayetteville, New York.

IDEAL FOR FIRST TIME CAMPERS: Appel Farm Art & Music Center for Children 6 to 17, unique combination of family life, music, arts, fun. Professional instructors. Inquire, visit, reserve now. Appel Farm, Elmer, New Jersey.

SCIENCE CAMP. A complete natural science program for boys and girls 9-14. Explore—Projects—Research. David R. Miner, Wildwood Nature Camp, Barre, Massachusetts.

CAMPS

TENNIS—READING COURSE—MUSICAL THEATRE on 600 acre Westtown School campus in rolling Pennsylvania farmland. 19 tennis courts and stadium, dormitories, classrooms, auditorium, outdoor theatre, large library, lake and gym. Professional instruction in all activities. Coeducational—10-16 years of age. CHASE TENNIS CENTER, Westtown, Pennsylvania. EXport 9-0147.

THE ROCK—Coed 10-17, RFD, Williamsburg, Massachusetts. To increase young people's insight into themselves and extend their outlook upon the world, these aims have more to do with life at The Rock than the word "camp" usually suggests. Write for Rockolog and creative writing magazine.

COOPERATIVE LIVING: Conservation training in California primitive area. Boys-Girls, 10-16. Counselors training program. Camp Unalayee, 180 University, Palo Alto, California.

"YES, BUD, there is a rugged camp: Saltash Mountain, on a wilderness lake in Vermont." No bells, no "classes." Primitive camping for 30 boys, 11-15, in search of real challenge. Axmanship, construction, forestry, natural science, canoe trips. Kenneth S. Webb, Woodstock, Vermont.

VACATIONS

HOLIDAY HOME EXCHANGE BUREAU will arrange between reputable approved people. Write Box 555, Grants, New Mexico.

GREEN SHADOWS INN, OLD LYME, Connecticut. Open all year.

THE MANOR in Asheville, North Carolina, welcomes creative people. Pleasing rates, beautiful surroundings.

PEMAQUID SEMINAR 6th year: Stimulating and informal vacations for thinking people. Writing, lectures, discussions. For 1962 pamphlet write: Box 386, Damariscotta, Maine.

COLONIAL CHARM midst wooded Litchfield Hills. Trout stream. Casual, intimate; luscious food. Swimming pool—horses, golf, lake nearby. Country auctions, summer theatre. Lewis & Mary Fisher, Bantam, Connecticut.

WINHALL MOUNTAIN LODGE, an oasis of peace and beauty in the lofty Green Mountains. Charming Alpine chalet. Panoramic view. Delightful informal atmosphere. Superb continental cuisine. Swimming, sports. Brochure. Manchester, Vermont.

CHASE'S ON TORSEY, Readfield, Maine. Nature at its loveliest, food at its best, widely spaced lakeshore cottages, simple diversions on shore and lake. Booklet.

WATERVILLE INN—For nearly a century a resort unchanged in its essential character. In the White Mountain National Forest. Comfortable Inn, golf course, swimming, tennis and miles of pleasant hiking trails along streams and cascades. Folder. Advance reservations requested. Waterville Valley, Campton P.O., New Hampshire.

WORLD-FAMOUS FISHING PORT and vacation area on cool, picturesque Cape Ann. Beaches, fishing, boating. For pictorial, informative folder write City Manager, Gloucester 5, Massachusetts.

IN FT. LAUDERDALE, take FRENCH LEAVE. Efficiencies, bedroom apartments, TV, Pool, Public beach. FREE Color Brochure. Write: FRENCH LEAVE, 4228 Ocean Drive, Ft. Lauderdale, Florida.

RELAX HAPPILY . . . by the sea at one of New England's foremost resort hotels. Swimming pool, beach. Exceptional meals. Open June 26th. Color folder. The LOOKOUT, Ogunquit 2, Maine.

SAN FRANCISCO ON A BUDGET? Charming, centrally located. Hotel Beresford, 635 Sutter Street.

HERITAGE HILL — Holland (RFD Southbridge), Massachusetts. Open fires, snug beds, food aplenty. Brochure.

VISITING ENGLAND? Live in comfortable manor house in old-world hamlet. Tour Oxford, Stratford, Cotswolds, etc. by private car with driver-guide. Tours, board and lodging at ALL-INCLUSIVE low rate. Choose for yourself where to go and what to see. For particulars, write Box W-881.

PRODUCED 2005 BY UNZ.ORG
ELECTRONIC REPRODUCTION PROHIBITED

VACATIONS

MODERN, DE LUXE, housekeeping cottages for rent by week, month or season. Located on beautiful Islesboro Island. New 24 car ferry connects with mainland. $58 to $78 weekly. Mrs. Lloyd Pendleton, *Islesboro, Maine.*

SISTE VIATOR! Verbum sat sapiente est. Gurney's Inn. Si quaeris locum amoenam circumspice Gurney's Inn. Suaviter in modo, fortiter in re est. Otium cum dignitate. In loco citato mare liberum mirabile est. Absit taedium vitae. Gaudeamus igitur in locis vita bonum. Ecce signam. Generis in Gurney's gaudet. Write Dept. S-4, Gurney's Inn "On the Brink O' the Beach" at Montauk, L.I., MOntauk 8-2345. Prosit!

SNOWMASS LODGE, ASPEN, COLORADO. Relaxed ranch living in the incomparable beauty of the Colorado Rockies. Write. Snowmass Lodge, Box 802-R, Aspen, Colorado.

DELIGHTFUL! Migis Lodge on Sebago Lake. Lodge, private cottages, spacious dining room, excellent meals. *Vacation sports, planned activities. May* 25th through September. Color booklet. Sherman S. Crockett, South Casco, Maine.

THE FALES, Williamstown, Massachusetts. Quiet informal country life, excellent food.

NEW ENGLAND HOSPITALITY in modern setting at *congenial, complete White Mountain resort.* Prize winning chef. The New England Inn, Intervale 9, New Hampshire.

THE BROOKFIELD CRAFT CENTER. Take a vacation studying handcrafts with nationally-known instructors. Delightful surroundings. Write for free brochure. Brookfield, Connecticut.

THE FORTUNATE ISLAND: ten miles off the coast of Maine, compass'd by the primitive wilderness of the sea, lies Monhegan, an Island in Time. Ornithologically, botanically, pictorially, peacefully rewarding. Open June 25th. The Island Inn, Box E, Monhegan Island, Maine.

SNOWBIRD MOUNTAIN LODGE, Robbinsville, N.C. *Exotic mountaintop location bordering Great Smokies.* Small, secluded, informal. Folder.

THE VILLAGE GREEN Luxury Motor Hotel. An entirely new experience in the art of living. Combines a Swiss Chalet atmosphere with the mood of Oregon's timber country. Swimming, bowling, golf, cocktail lounge, exquisite cuisine. Write to Harry Ringland, your host, The Village Green, P.O. Box 277, Cottage Grove, Oregon.

READY TO RELAX and enjoy Spring on eastern shore of Chesapeake Bay? Land of pleasant living, 150 acre farm on water, family style meals. American plan $45.00-$52.00, $8.00-$10.00. Real estate available. Harpers, The Pasadena, Royal Oak, Maryland.

SOMETHING OLD, SOMETHING NEW. Combine Seattle Fair and vacation at operating ranch 30 miles north Yellowstone Park. Ox Yoke Ranch, Emigrant, Montana.

THE SEASIDE, on unspoiled Longboat Key, Florida. New, year 'round family resort on private Gulf beach. Folder, rates upon request.

VACATION IN QUIET, *country retreat near Lake Erie.* Adults only. Box W-895.

VERMONT VACATION HOME for Artists and Musicians. Chamber musicians, painters, craftsmen, work, learn, relax among Green Mountains at the Goddard Music and Art Center. Professional staff in strings, piano, recorder (July only), painting, jewelry and ceramics. July 1st to August 26th; $70 weekly; reservations necessary. Write Evalyn S. Bates, Goddard College, Plainfield, Vermont.

INTELLIGENT, self-reliant guests wanted for old-fashioned dude ranch. Write to Sid Reynolds, Cora, Wyoming.

OGUNQUIT. Famous summer vacation center. Magnificent beach, majestic cliffs, camera fans' dream. Many activities. Artists' colony, summer theatre, deep-sea fishing, golf, movies. Hotels, guest houses, motels, cottages, restaurants. For information write Information Bureau, Ogunquit 15, Maine.

BLUEBERRY HILL! Pussywillows! Lucullan food. Nothing whatever to do. Brandon, Vermont.

VACATIONS

LA ORILLA, Islamorada, Florida Keys. Villas for lazy living. Quiet, tropical Paradise. Day-Week-Month.

RIVERSIDE HOTEL, *Ogunquit 2, Maine. Perfect seaside* relaxation. Art Colony. Beach. Playhouse. Bountiful meals. Folder.

PISGAH FOREST INN. High, cool, log fires, friendly hosts. Trails in Natural Wilderness. Phone Asheville 253-0771. Box SR433, Candler, North Carolina.

NANTUCKET, *fascinating island 30 miles at sea, yet* only one hour by air from New York or Boston: Miles of white sand beach, surf bathing (Water averages 72°), golf, sailing, all your favorite sports, varied entertainment. Modern hotels, inns, guest houses. Excellent restaurants. Free illustrated booklet. Information Service, Nantucket 16, Massachusetts.

FAMILY VACATION! Aloha Manor, Lake Morey, Fairlee, *Vermont. Child sleeps with parents or in camp* (2-16 years). Swimming, sports, trips. Free pony riding. Excellent food. Golf nearby. Booklet. Mrs. Harriet Gulick Pierce, Box S, 531 East 20th, New York 10. GRamercy 3-0222.

SPRING on nearby farms and hotels for families. Call LOrraine 8-0700 NYC.

PICTURE-BOOK VILLAGE off beaten path. Relaxing historic Inn. Small-town events. Pool, 5 acres grounds, brook. Folder. The Tavern, Grafton, Vermont.

GOOSE COVE LODGE on Deer Isle, Maine. In East Penobscot Bay. Sailing, fishing, hiking and picnics. Trained naturalist for nature lovers. An artist's paradise. Write for brochure. Dr. R. A. Waldron, Owner-Manager, P. O. Sunset, Maine.

HOTEL PLAYA MAZATLAN, directly on beautiful beach, tropical setting. Excellent international cuisine, best in Mexico. $16.80 double occupancy, American Plan. Mazatlan, Sinaloa, Mexico.

CHRISTMAS TREE INN. *AAA. Deliberate informality.* Lakeside resort with private cottages nestled in pines. Central dining room and lodge. Excellent meals. Sandy beach, good fishing. Open mid-June to mid-September. Bridgton 5, Maine.

CAPE COD WATERFRONT—Sleeps 6—housekeeping facilities. Folder. $45 weekly with utilities. Box W-530.

TRAVEL

STAY IN THE HEART OF SMART NEW YORK . . . at the famous Beekman Tower Hotel. It's near everything—United Nations, midtown shops, just a short bus ride for the theatres. Rates are moderate, accommodations delightful. Enjoy cocktails in the Top o' the Tower Cocktail Lounge—26 stories high in the sky—and delicious food in the Turtle Bay Dining Room. Rates for single rooms with semi-private bath from $7.50. Group rates available. If you're driving to New York, write BEEKMAN TOWER HOTEL, 49th Street and First Avenue (3 Mitchell Place), New York 17, New York for the SR map showing how to avoid city traffic.

MEXICO. Write today for free official information letter and illustrated folders. MEXICAN GOVERNMENT TOURISM DEPARTMENT, Paseo Reforma 35, Mexico City, D.F.

WINDJAMMER CRUISES — Here's adventure right out of the pages of Joseph Conrad! Sign aboard world's *largest staysail schooner, Polynesia, and leisurely* explore remote Caribbean Islands in complete barefoot relaxation and informality. For casual, thinking people who are tired of being pampered at plush, pretentious resorts, there's Sailing, Fishing, Skin-diving, and a daily ration of Grog, with small, friendly, coed group. 10 Days Before the Mast — $175. Write for illustrated booklet: Capt. Mike Burke, Dept. 23, P.O. Box 1051, Miami Beach 39, Florida. JEfferson 2-3407.

"SORRY, NO SAMPLES!" — your Kimberley diamond mine guide will smilingly tell you as you follow the absorbing process of wresting these precious gems from the earth. Just one of many fascinating experiences on your South African holiday. Let us tell you more in our colorful free literature. Write SATOUR, Dept. P. 610 Fifth Avenue, New York 20.

TRAVEL

INSIDE JAPAN. Meet the people; see the real Japan. 3 weeks: $1,218 from West coast. American Ambassador Tours, 30 West Washington, Chicago 2-B, Illinois.

CRUISE ABOARD YOUR OWN YACHT all months except August and September. Windward and Leeward Islands. Summer trade wind cool and calm, comfortable craft, congenial Captains, cordial crews, conservative cost. Cable or correspond (airmail). V.E.B. Nicholson & Sons (Antigua) Ltd., Box 103, Antigua, The West Indies.

STUDENTS ABROAD. Informal, leisurely travel plus school or vacation center. France with Italy or Spain. Groups of 8. Ages 16-19. Gertrude Lang, 11 Wooly Lane East, Great Neck, N.Y. HU 7-0218.

FREIGHTER TRAVEL. Ford's Freighter Travel Guidebook gives complete information on hundreds of lower cost trips you can take on passenger carrying *freighters from U.S. and Canadian seaports to all* parts of the world. New 18th edition shows where they go, how long they take, what they cost, gives addresses of Steamship Lines, everything needed for planning vacation travel. 104 pages fully illustrated, price $2.50 postpaid. (No C.O.D.s). Ford's Freighter Travel Guidebook, Dept. 19, 2031 Glendon Avenue, Los Angeles 25, California.

NAVAJOLAND GYPSY TOUR—Camp out, eat out, sleep out. Come in your car or ride with me. Includes Oak Creek Canyon, Canyon de Chelly, Window Rock. $180 and $250. June 10th-22nd. Wampler Trail Trips, Box 45, Berkeley 1, California.

GREENWICH VILLAGE, U.S.A. Stay at the Hotel Albert, East 10th Street and University Place, NYC. Kitchenettes available. Moderate rates. Call ORegon 7-0100.

EUROPEAN SUMMER TOURS: 34-62 days in Europe, 11-18 countries, $1,064-$1,495. June and July sailings. Write Prof. L. Knecht, KNIGHT TOURS (SR), Northfield, Minnesota.

EXCITING!!! EUROPE—$195. That's all it costs for unusual delightful summer program at Universities of Madrid, Florence, Perugia or Salzburg. Full month July or August includes room, meals, tuition, courses in languages, art, painting, music, dance, etc., sightseeing, many other features. All this for $195!! Low cost extensions to all of Europe. EDUCATIONAL TRAVEL ASSOCIATION, 590 Fifth Avenue, New York 36.

U.S.S.R. Weekly departures. Group rates. ESCORTED TOURS: Educational to U.S.S.R., Czechoslovakia, Poland, *Balkan countries. Europe by motor coach.* Around-the-World. U.S.S.R. by motor coach. Teenagers' Educational to Europe and Israel. Write for brochures SR, Consolidated Tours, Inc., 250 West 57th Street, New York 19, JUdson 6-5230.

SAVE MONEY ON YOUR NEXT TRIP to New York. New York is inexpensive if you don't insist on running with the herd. Stay at the Hotel Paris and use *our folder: "New York for Free." All rooms with* bath; free swimming pool; family rates. Write to M.L. Walter, Hotel Paris, New York 25.

COMPREHENSIVE SUMMER TOURS covering all of Europe. 17 countries—77 days. Grand Tour of Europe $787. Study abroad, if desired. June/July departures. Write: Dr. Berg, Saint Mary's College, California.

VILLAS, APARTMENTS Mediterranean coast Spain, France, Italy. Available by month. Write requirements or phone for appointment. AT HOME ABROAD, INC., 300 Central Park West, NYC, TRafalgar 4-4883.

UNUSUAL ESCORTED LUXURY World Tour, 120 days, including Russia, South Pacific. Departing August 28th. *Mr. Zabelle, Sunfuntours,* 212 West 80th Street, NYC.

SEE NEW PLACES, NEW FACES. Travelers seeking a new, exciting world, as well as those wishing to visit relatives, are adding Eastern Europe to their travel plans—Soviet Union, Czechoslovakia, Bulgaria, Rumania, Hungary, Poland. We specialize in planning itineraries, securing visas, making all transportation *arrangements to anywhere in the world, at no extra* cost. Write or call for information. Argus Travel Company, 511 Fifth Avenue, New York 17, YUkon 6-1540.

ART AND ARCHITECTURE TOUR to Greece, Italy, France, Netherlands, Scandinavia, Britain, Ireland. Will you join me this summer? Jeffrey Aronin, 101 Park Avenue, NYC.

PRODUCED 2005 BY UNZ.ORG
ELECTRONIC REPRODUCTION PROHIBITED

KINGSLEY DOUBLE-CROSTIC NO. 1463

Reg. U.S. Patent Office

By Doris Nash Wortman

DEFINITIONS

A. An artist's preliminary model in clay or wax.

B. In an understood manner or condition (2 wds.).

C. Dilapidated buildings with many rooms and occupants.

D. Any degraded or vicious people.

E. The question among couples offered for a selection (2 wds.).

F. Indefinite dinner hour for a theatregoer who doesn't mind missing the opening lines.

G. The place of "lofty trees" named in Deuteronomy ii, 8; modern seaport at head of Gulf of Aqaba.

H. Borough and port on river Boyne in Eire, besieged by Cromwell, 1649.

I. Gushing, unrestrained utterance.

J. Value of what's left after expenses are taken out (2 wds.).

K. Place of slaughter, whose figurative use is rather commoner than the original.

L. Two mountain ranges in S. India, bet. which lies the Deccan (2 wds.).

M. Dweller, with regard to the place where he dwells.

N. Of permanent worth or useful qualities.

WORDS

33 1 166 207 178 163 155 47

122 16 141 27 75 66 84

211 134 88 41 69 121 162 63 45

9 140 128 34 125 124

135 118 103 60 93 36 20 106

149 97 195 37 176 50 138 86

187 74 24 117 146

205 58 44 90 18 110 133 80

157 65 126 89 137 208 26 101

194 114 57 49 19 70 2 177

202 186 39 130 160 12 210 55

145 156 201 23 109 203 152 212

83 107 139 56 161 164 95 190 22 127

113 173 11 167 82 38 25 119

DEFINITIONS

O. Furniture and supplies of a vessel, in preparation for a voyage.

P. Circular opening like a wheel in a wall, usually greatly elaborated (2 wds.).

Q. Arrangement in opposite and parallel rows.

R. The fennel of the Philippines; blackbirds.

S. Specialist in building and repairing the top shelters of buildings.

T. Letting down

U. Russian name for Polish city near Ukraine border, taken from Germans, 1914, regained by Germans, 1941.

V. Excessively frivolous in nature; capricious.

W. Certain fine grade of wool from West Virginia.

X. The "moment" of restoring an aircraft to previous attitude after any slight rotational movement.

Y. Figuratively, occupying the field as a contestant (3 wds.).

Z. The aurora borealis.

Z[1]. Amer. composer of beautiful art songs, etc. (1884-1920).

WORDS

94 206 4 136 199 159 81 147

196 183 123 105 54 21 174 43 153 14

31 78 184 170 62 132 175 189

168 98 46 72

115 53 64 73 10 48

52 13 76 131 40 100 171 28

188 150 111 3 165 200 67 209

32 180 197 85 92 142 116 148

198 112 5 61 192 7 104 169

158 193 144 30 68 59 204 120

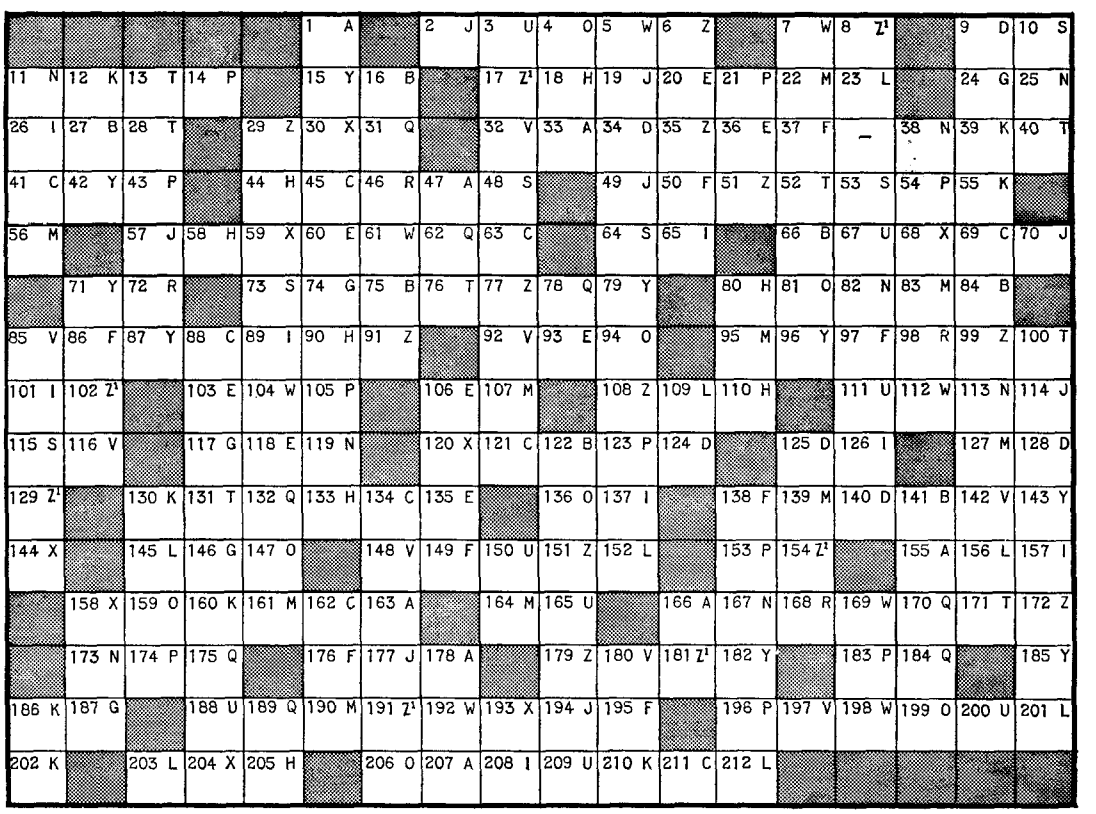
15 182 185 96 42 87 71 143 79

99 35 151 108 6 51 77 172 91 29 179

102 191 181 154 8 129 17

DIRECTIONS

To solve this puzzle you must guess twenty-odd WORDS, the definitions of which are given in the column headed DEFINITIONS. Alongside each definition, there is a row of dashes—one for each letter in the required word. When you have guessed a word, write it on the dashes, and also write each letter in the correspondingly numbered square of the puzzle diagram. . . . When the squares are all filled in, you will find that you have completed a quotation from some published work. If read up and down, the letters in the diagram have no meaning. . . . Black squares indicate ends of words; if there is no black square at the right side of the diagram, the word carries over to the next line . . . When all the WORDS are filled in, their initial letters spell the name of the author and the title of the piece from which the quotation has been taken. Of great help to the solver are this acrostic feature and the relative shapes of words in the diagram as they develop. Authority for spellings and definitions is Webster's New International Dictionary, Second Edition.



Solution of last week's Double-Crostic will be found on page 12 of this issue.

PRODUCED 2005 BY UNZ.ORG
ELECTRONIC REPRODUCTION PROHIBITED

Here's how a 6 million dollar jet looks

from "down under"

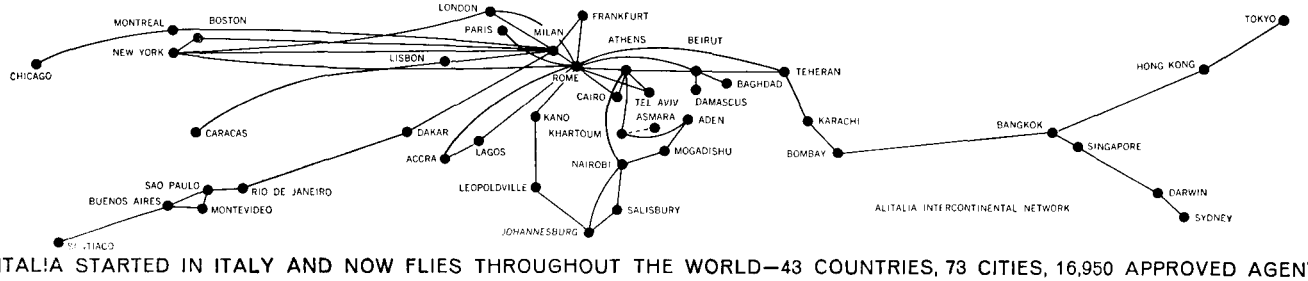
To eight-year-old Brett Read of Sydney, Australia, a giant Super DC-8 looks like a million dollars (all the money there is in the world). Brett was one of the hundreds of children that Alitalia invited to sketch its jet installations throughout the world. His work — while not totally accurate — communicates the excitement of the jet age in a wide-eyed way no photograph could capture.

You'll share this enthusiasm when you board an Alitalia Super DC-8 Rolls-Royce Jet for that long-awaited trip to Europe. And it will increase as you sample Alitalia's famed Winged Arrow Service — attention that is not just a duty or a habit, but a pleasure.

ALITALIA EXCLUSIVE! We are now the only airline that offers you non-stop jet service to both Milan and Rome. Alitalia also jets non-stop to London every day* . . . has a fleet of Caravelle Jets that connect all three gateways with most of Europe. Your Travel Agent can tell you much more.

**Effective June 1st from New York.*

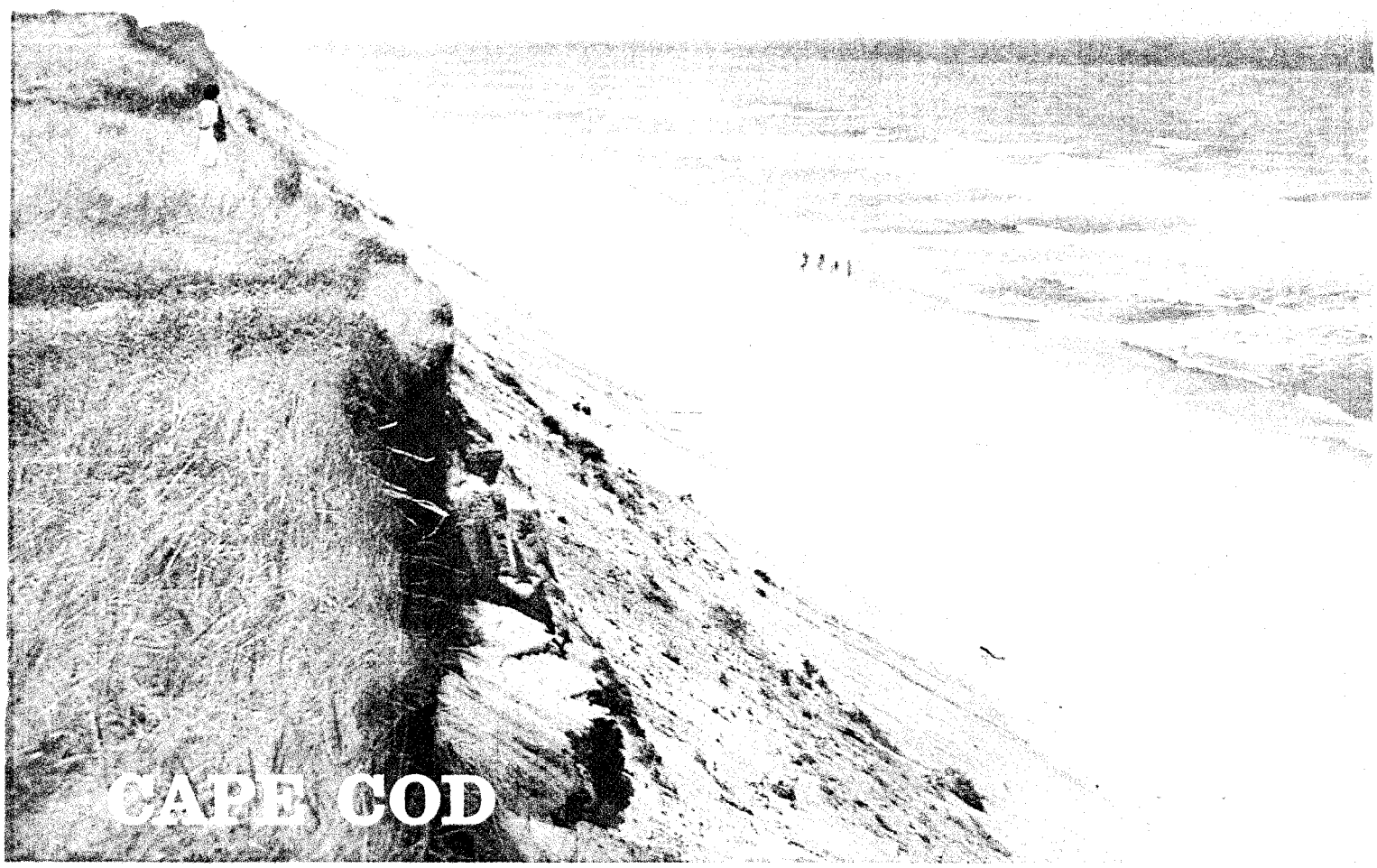
ALITALIA AIRLINES



ALITALIA STARTED IN ITALY AND NOW FLIES THROUGHOUT THE WORLD—43 COUNTRIES, 73 CITIES, 16,950 APPROVED AGENTS

PRODUCED 2005 BY UNZ.ORG
ELECTRONIC REPRODUCTION PROHIBITED

Property of
AMBASSADOR COLLEGE LIBRARY
Big Sandy, Texas



Dunes at Nauset Beach, Cape Cod National Seashore, Massachusetts

to know its magic beauty, hold a seashell to your ear

Henry David Thoreau thought Cape Cod so beautiful he wrote a book about it. Because he wanted readers to know the music of the waves on this lovely beach, he invented the *"talking-book"*—by asking his readers to hold a conch-shell with its *"sea-sounds"* to their ears.

The loveliness he saw is now forever yours to enjoy. *Through farsighted conservation,* Cape Cod's outer beach is being made into your newest National Seashore, a unit of the National Park System. Here, you'll enjoy a vacation that literally goes down in history. You'll see the original Cape Cod houses, and miles of beach whose every grain of sand is the tide-milled kernel of a glacial boulder.

When Bartholomew Gosnold explored Cape Cod in 1602, he wrote, *"We stood like men ravished by the beautie and delicasie of this sweet soil."* He sensed what wise men now know: that men need communion with nature, that in her far-horizoned temples there is good medicine for the soul. It is this spaciousness which has formed the face and character of our people. As our population grows, it is good to know that *more* of our wonderful natural, scenic and historic heritage *is being set aside for the benefit and enjoyment of all, as an investment in America's future.*

FREE TOUR INFORMATION: Let Sinclair help plan your trip to Cape Cod or other scenic and historic areas in the U.S. Write: Tour Bureau, Sinclair Oil Building, 600 Fifth Avenue, New York 20, N. Y.

Sinclair
A GREAT NAME IN OIL

A Sinclair public service message on America's need for more outdoor recreational opportunities.

PRODUCED 2005 BY UNZ.ORG
ELECTRONIC REPRODUCTION PROHIBITED